

LIFE



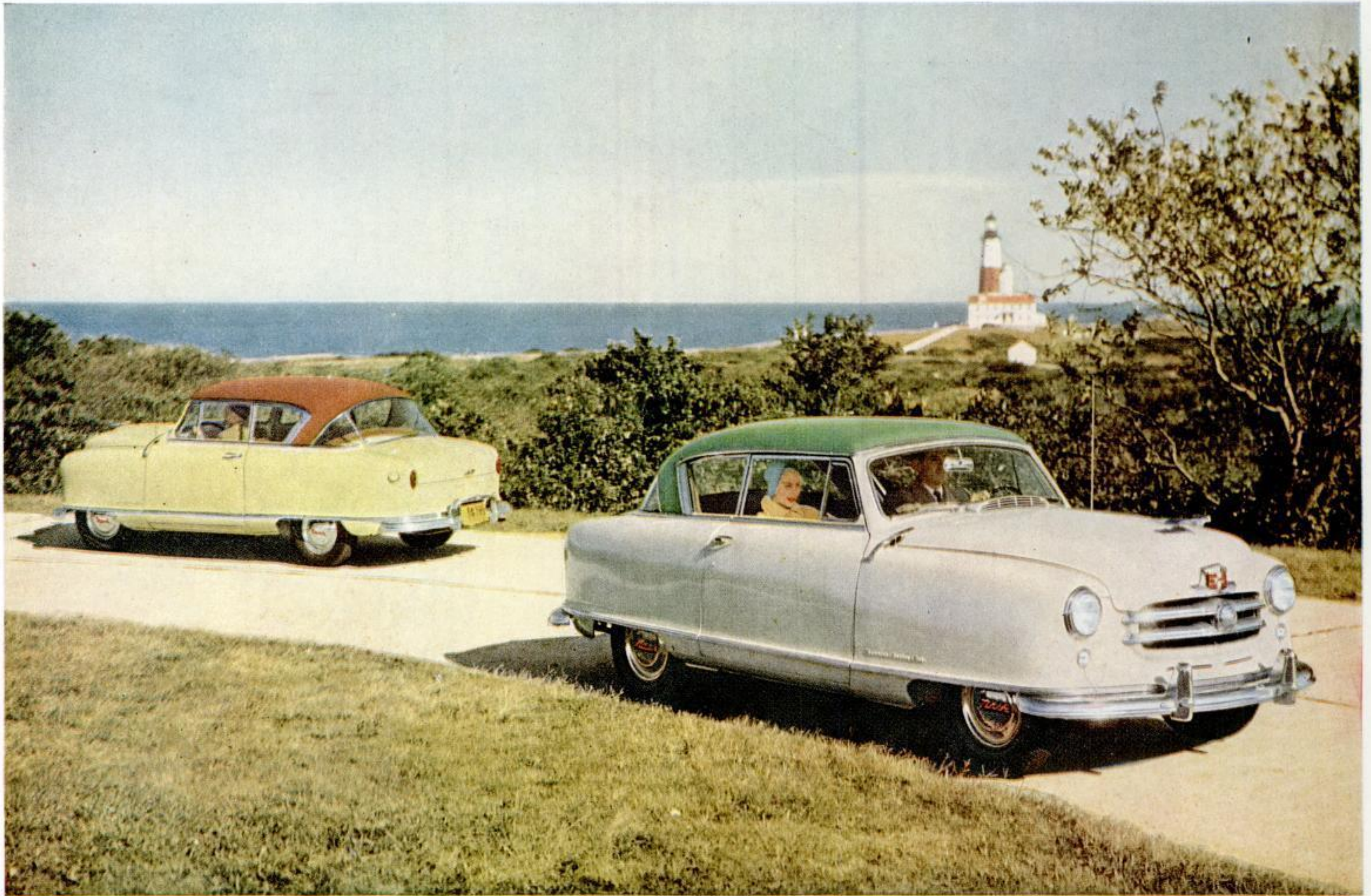
HAIR STYLES POODLE vs. HORSETAIL

20 CENTS

JANUARY 7, 1952

REG. U. S. PAT. OFF.

Now! America's Newest Kind of Car with Exciting New Features!



31.05 miles per gallon—all-time record set by a Rambler in the 1951 Mobilgas Economy Run! Even the big Statesman gets more than 500 miles to a full tank, at average highway speed!



Now in Ramblers! Yes, the famous Nash Airliner Reclining Seat is available in Ramblers as an optional extra. It easily adjusts to five wonderfully restful positions. A Nash exclusive.



This smartly upholstered All-Purpose Sedan is a heavy-duty hauler when you wish! Like all Rambler Airflytes, it gets up to thirty miles a gallon at average highway speed!



Like the Ambassador (above), the Statesman and the Rambler are built with all-welded, super-strong, double-rigid Airflyte Construction—safer, quieter and smoother-riding!

HERE'S the new car sensation of the decade—the Nash Rambler Airflyte—with all the features America's been talking about—PLUS!

Here's all the breathless Rambler performance . . . all the record-breaking economy . . . easiest handling . . . with \$300 worth of custom extras like radio and Weather Eye at no extra cost!

And now—the greatest of comfort features is available in Ramblers—the Airliner Reclining Seat. And the rich, new custom-tailored interiors for 1952 again set the beauty pace!

See the hardtop Country Club Sedan—the smart All-Weather Convertible—the sturdy All-Purpose Sedan—drive your choice. You'll join America in saying, "It's the car for me!"

Nash Airflyte

THE WORLD'S MOST MODERN CARS

Great Cars Since 1902



The Statesman

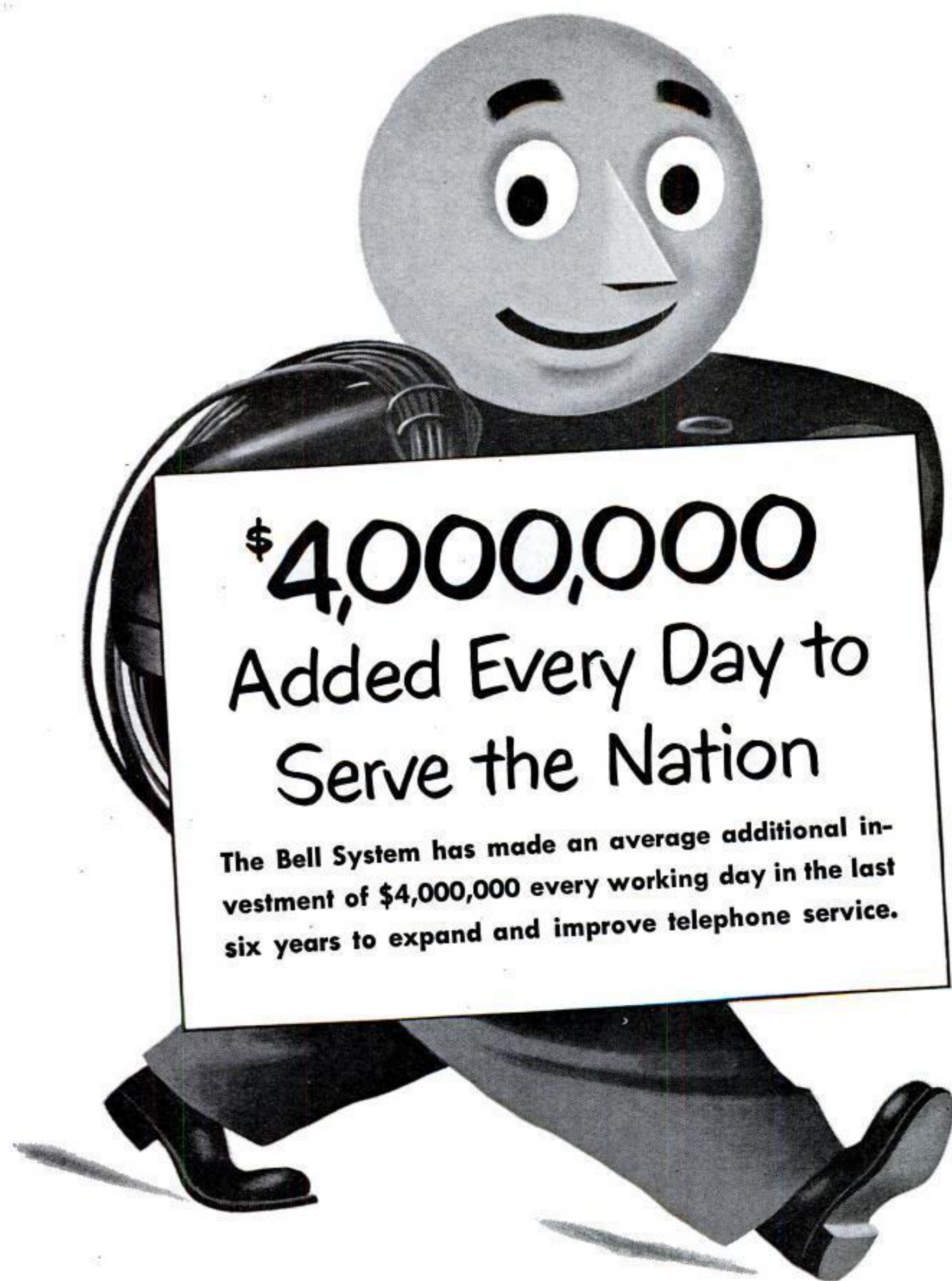


The Ambassador



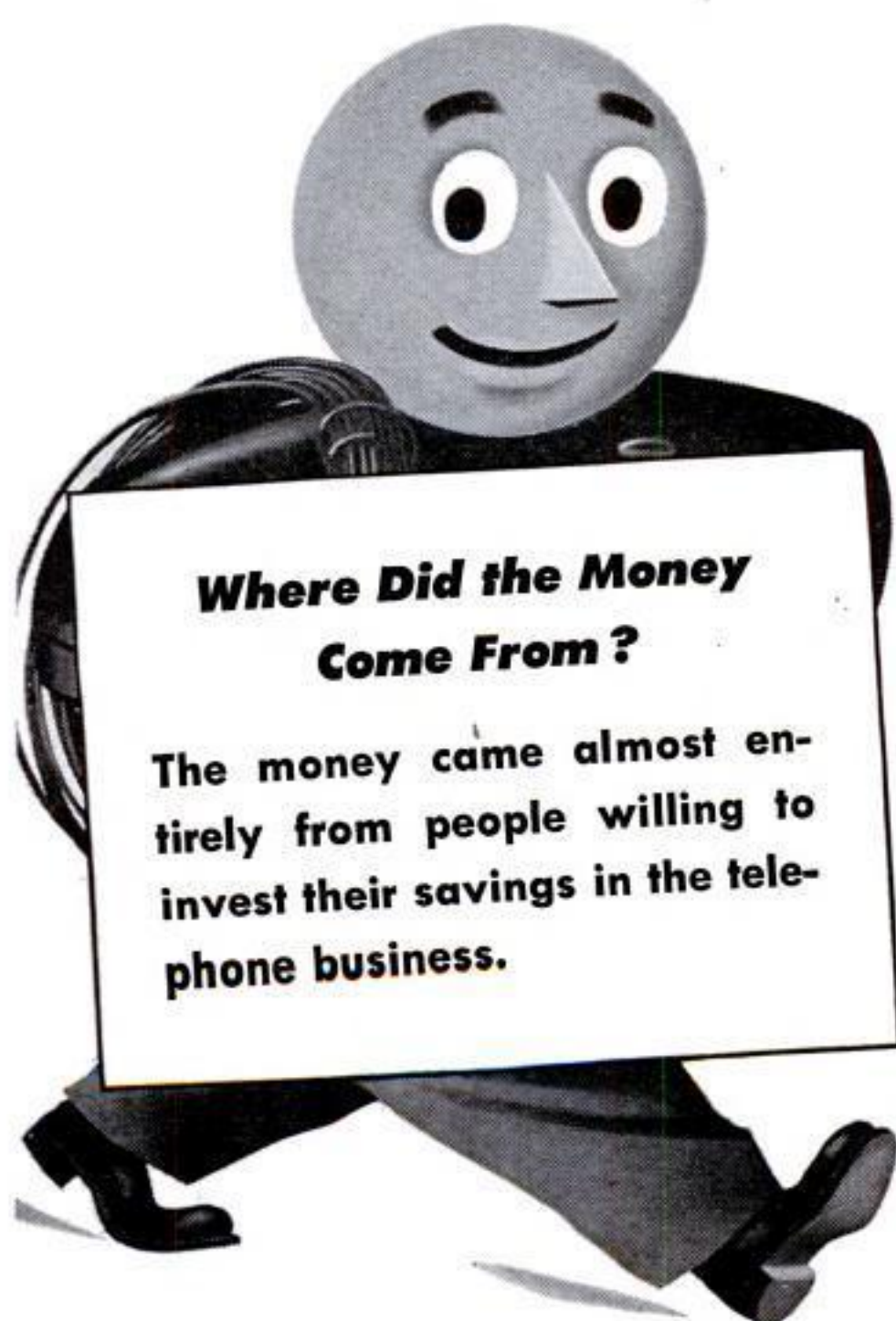
The Rambler

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.



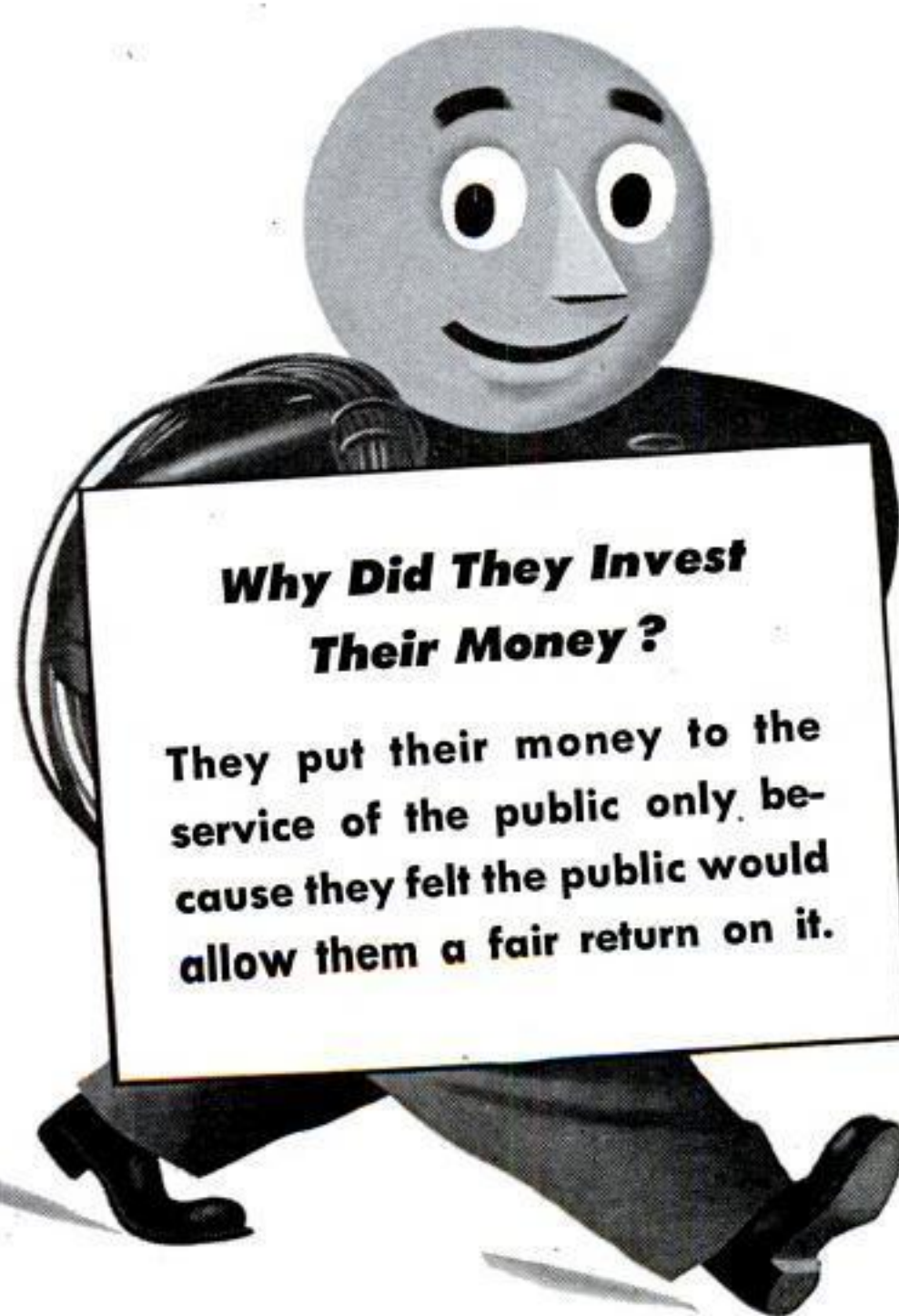
\$4,000,000
Added Every Day to
Serve the Nation

The Bell System has made an average additional investment of \$4,000,000 every working day in the last six years to expand and improve telephone service.



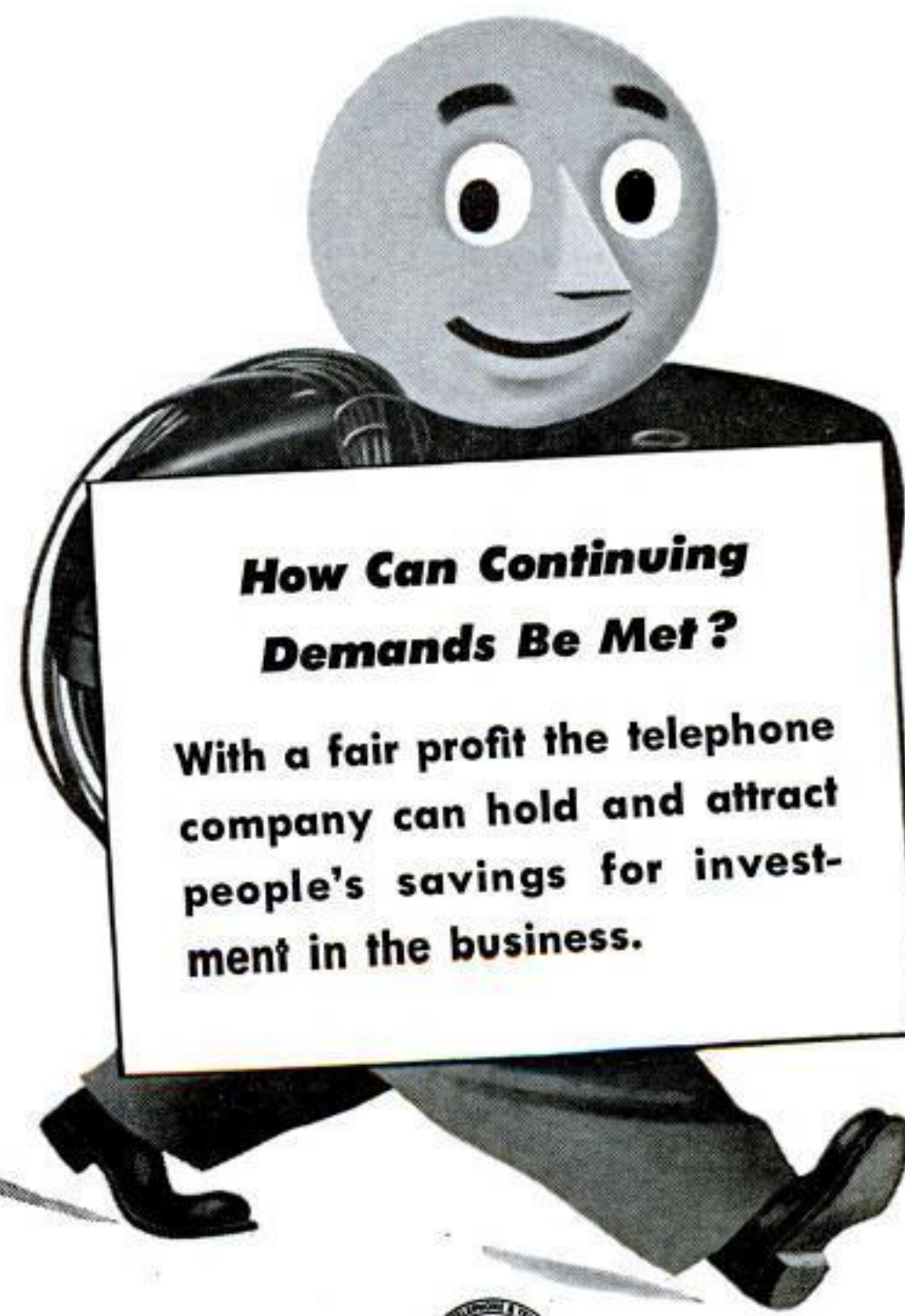
**Where Did the Money
Come From?**

The money came almost entirely from people willing to invest their savings in the telephone business.



**Why Did They Invest
Their Money?**

They put their money to the service of the public only because they felt the public would allow them a fair return on it.



**How Can Continuing
Demands Be Met?**

With a fair profit the telephone company can hold and attract people's savings for investment in the business.

BELL TELEPHONE SYSTEM





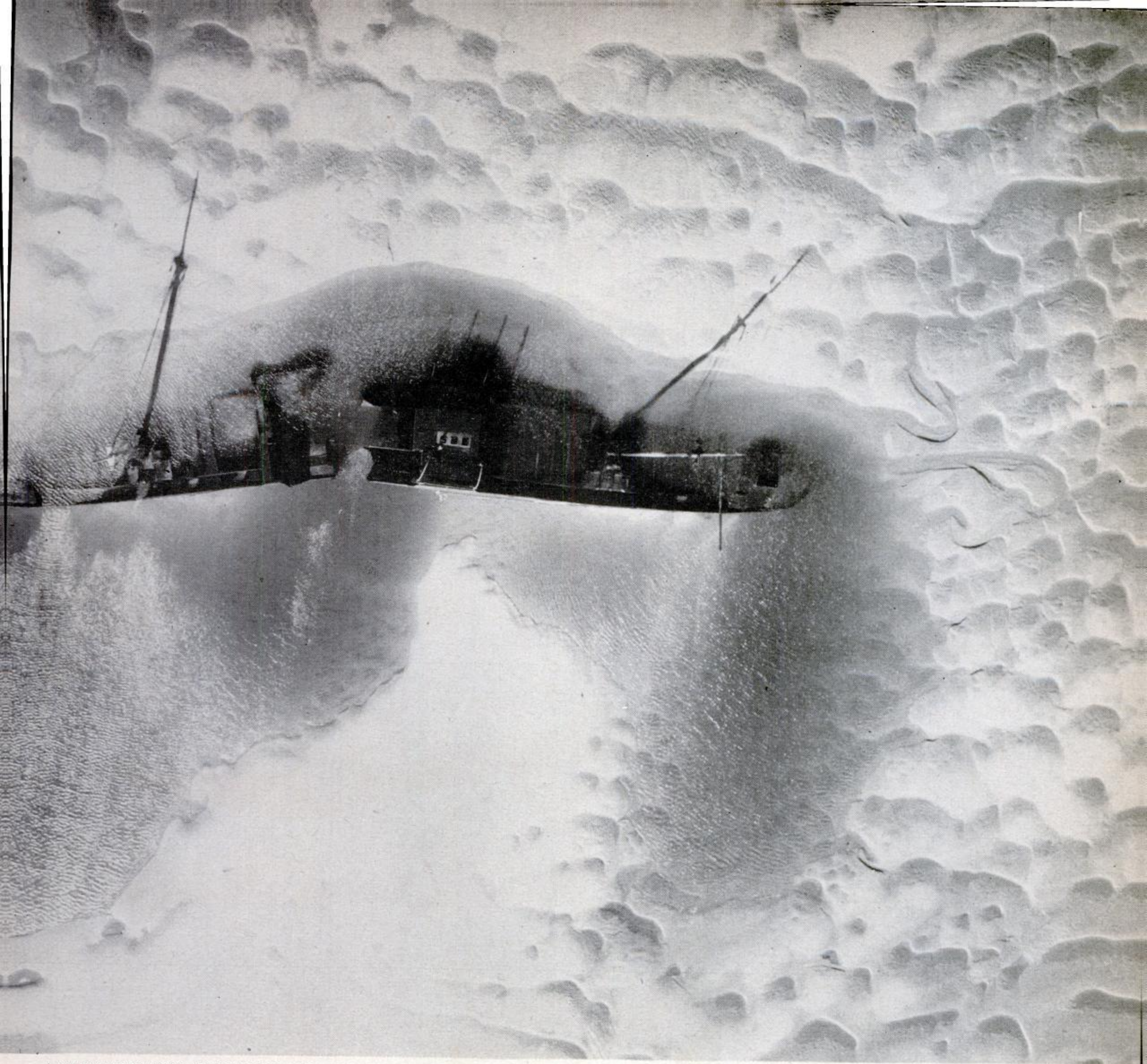
RECENT WRECKS are scattered across sands. At low tide portions are hard and dry, and in the 1800s

they were actually used for cricket matches. Now only sightseers and unfortunate sailors visit them.



SPEAKING OF PICTURES

Off the coast of England
the greedy Goodwin Sands
are a cemetery for ships



A SHIP'S SKELETON IS SPLIT BY SAND AND WATER. GOODWINS ARE NOW MARKED BY LIGHTS AND BUOYS BUT WRECKS STILL OCCUR

For centuries the pleasant island of Lomea sparkled in the sea off the southeast coast of England. But in 1099 a great storm overwhelmed Lomea, beating it into the sea and transforming it into a sunken island 10 miles long and two miles wide. Ever since, the Goodwin Sands—named for an earl who once owned Lomea—have destroyed ships and men, threatening the vessels that pass through the Strait of Dover. At high tide they are hidden under 15 feet of water, but when the tide runs out the Goodwins appear, the patterned sand dotted with moldering ships. Some ships, like the Italian freighter *Silvia Onorato* (right), were lost in recent years. But thousands of victims, including a fleet of 13 warships with a complement of 1,200 men, that went down in 1703, are buried beneath the surface, clasped in the coffin of the sucking sands.

ITALIAN FREIGHTER FOUNDERED IN 1948 →



SOLDIERS OF FORTUNE... SHOOTING THE WORKS!

COLUMBIA PICTURES
presents

BURT LANCASTER

COLOR BY TECHNICOLOR

TEN TALL MEN



THE SHEIK'S DAUGHTER — THE
DISH BURT SAID HE'D DIE FOR
—AND ALMOST DID!



BURT AND THOSE UP-AND-AT-EM
BOMBS RIPPING INTO THOSE
ROUGH-AND-READY RIFFS!



LEGIONS OF THRILLS IN THE
HILARIOUS HAREM RAID THAT
SAVED THE DAY!

That Foreign Legion
breed of man...
that "Beau Geste"
brand of greatness!

with JODY LAWRENCE

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LETTERS TO THE EDITORS

GOLDEN DAYS OF THE WEST

Sirs:

Josiah the badger mentioned in "Golden Days of the West" (LIFE, Dec. 10) was given to Teddy Roosevelt by my mother, Mrs. Leon E. Dalager, who lived in Sharon Springs, Kan. When Theodore Roosevelt, who had been asked by his son to bring home a badger, asked my mother's father where he could get one, my mother gave him her pet badger.

Theodore Roosevelt was grateful and took her through his train. Afterward he gave my mother a medal which was presented to him in Chicago. Here is Theodore Roosevelt holding the badger which my mother gave him.

MRS. WILLARD S. BOYER
Austin, Minn.



T.R. AND BADGER

THE PRESIDENT'S CLOTHES

Sirs:

I applaud Harry Truman for dressing the way he feels most comfortable ("The President's Clothes," LIFE, Dec. 10). . . . His selection of hat, tie or suit is his privilege, for he is President of a free nation. Maybe I am considered a hick Midwesterner, but Harry has always looked okay to me.

EVELYN PHILPOTT

Moline, Ill.

Sirs:

Your pictures confirm what I've always felt—that President Truman is just about the poorest-dressed man in public life.

JAMES A. LAADT

Oak Park, Ill.

Sirs:

My faith in LIFE received a severe jolt when I read "The President's Clothes." Quite apart from the fact that the President has the right to wear what he likes, within reason, your article showed a profound lack of respect for the nation's highest office. It is all very well to take issue with Mr. Truman's political beliefs, but it is lamentable indeed to poke fun at the President on relatively insignificant issues which are largely a matter of opinion and personal preference.

MOSES WILLIAMS JR.

Princeton, N.J.

Sirs:

You deserve a bust in the snoot from H.S.T. the way your writers took our Harry over the hurdles just because he doesn't wear Brooks Brothers clothes exclusively.

L. K. MASON

Boston, Mass.

Sirs:

. . . Did you come to bury Caesar or to praise him?

JAMES M. ROBINSON

McCloud, Calif.

Sirs:

The folks out in this part of the country are a lot more interested in the things Harry Truman does than in the clothes he wears.

LLOYD MEYERS

Morrill, Kan.

Sirs:

"The Evolution of a Wardrobe!" Who cares? Thousands of sincere, distressed Americans would rather see the President of the U.S. walking up Pennsylvania Avenue in honest overalls, knowing that there walked a man whose wisdom and leadership could be relied upon and followed. . . .

MRS. W. C. PROVINCE

Amarillo, Texas

Sirs:

"Cover Girl Harry" offends the dignity of a great nation. . . .

ADA MARY LE PINE

Carrollton, Ohio

Sirs:

President of the U.S.! It might not have been quite so revolting if he'd left his shirt tucked in. If he *had* to be in a picture that appeared on a magazine whose circulation circles the globe, couldn't he have worn a freshly pressed shirt? . . .

MARGARET M. MASON

North Platte, Neb.

Sirs:

. . . The average American is not much concerned whether Truman wears his shirttail in or out, but if it must be out why not show the countless racketeers hanging onto it? . . .

DE ROY SAUM

San Diego, Calif.

Sirs:

In the picture you show of Mr. Truman in a gray Stetson: to whom do the blond tresses on the President's right belong? I'm interested in knowing what blonde shares such close quarters with our President.

INA HARBOLICK

New York, N.Y.

● His daughter (below).—ED.



Sirs:

In several of the pictures in your series on the President's ties he is wearing a pin in his lapel. Could you tell me what it is?

DAVID CLEMENS

Wilkes-Barre, Pa.

● The American Legion button.—ED.

PICTURE OF THE WEEK

Sirs:

Swimming chickens (Picture of the Week, LIFE, Dec. 10) are nothing new at our home. Last Easter I brought a chick home for my 7-year-old daughter, Jean. By summer it defied all chicken convention by joining Jean in swimming (below). . . .

MAX HESS JR.

Allentown, Pa.



EDITORIAL

Sirs:

Your editorial, "The Strength of Harry Truman" (LIFE, Dec. 10), is the keenest, clearest and most accurate bit of political analysis that has ever appeared on that page.

J. T. ARMSTRONG

Shook, Mo.

Sirs:

"He is the most average of average men" in my opinion is the most truly phrased characterization of Truman I have read.

CONNIE HORNE

Monroe, N.C.

Sirs:

. . . I do not believe the average man in this country was a friend of Pendergast. I do not believe the average man surrounds himself with a list of characters such as he has. If Truman is an average American the average certainly has gone down. . . .

JOHN R. DEWSON

Prairie View, Ill.

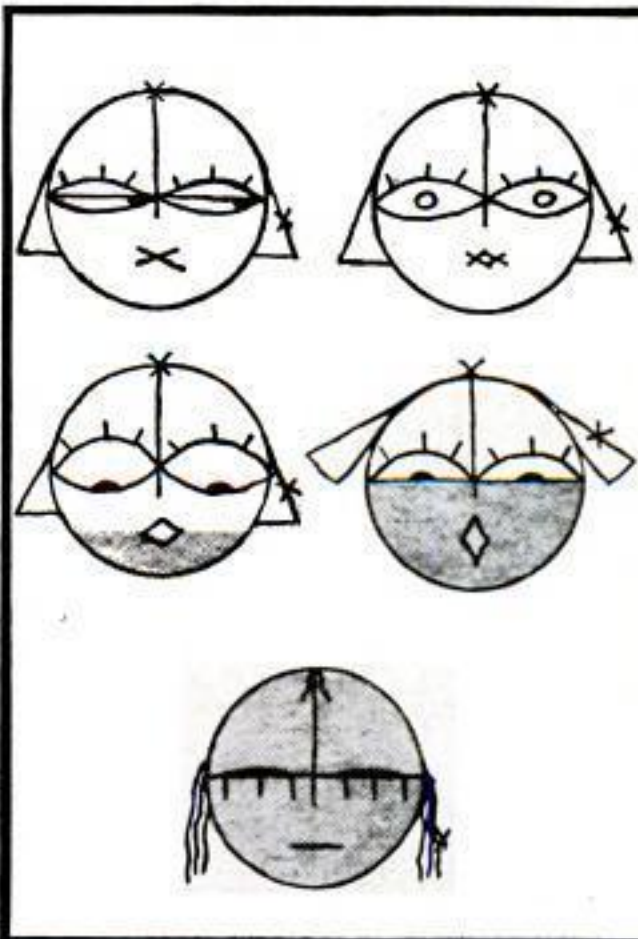
A PRIVATE VIEW

Sirs:

In his cartoons, "A Private View of the Army" (LIFE, Dec. 10), Pfc. Robert Miller has omitted the WAC physical examination (below).

FRED SHARRING

Park Forest, Ill.



SILENCE DESCENDS ON CITY

Sirs:

Perhaps the hole in the shoe of the teacher lying on the floor during the air-raid drill in New York City ("Silence



Descends on the City," LIFE, Dec. 10) is an accurate testimonial to the inadequacy of teachers' pay in the U.S.

PATRICK J. DAUGHERTY

Minneapolis, Minn.

U.S. GETS NOSEFUL

Sirs:

Since I was shown with Abraham Teitelbaum as the lie-detector expert in "The U.S. Public Gets a Noseful" (LIFE, Dec. 17), I've received a number of interesting offers.

They've ranged from marriage, foreign travel, cocktail parties and guest appearances to a punch in the chops. Having from time to time experienced each of the aforementioned, it has been prudent to decline. However, our phone is still connected in the event something new comes up.

BILL WILSON

Chicago, Ill.

Sirs:

LIFE was mistaken when it said that "Abraham Teitelbaum turned up in Washington without any advance tip-off about the sensational story he was about to spill." The *Herald-American* exclusively told the story in three previous issues.

HARRY F. REUTLINGER
Managing Editor

Chicago *Herald-American*
Chicago, Ill.

● The *Herald-American* printed Teitelbaum's story before he testified, although it did not mention actual names of the high government officials in the alleged shakedown.—ED.

CONTINUED ON NEXT PAGE

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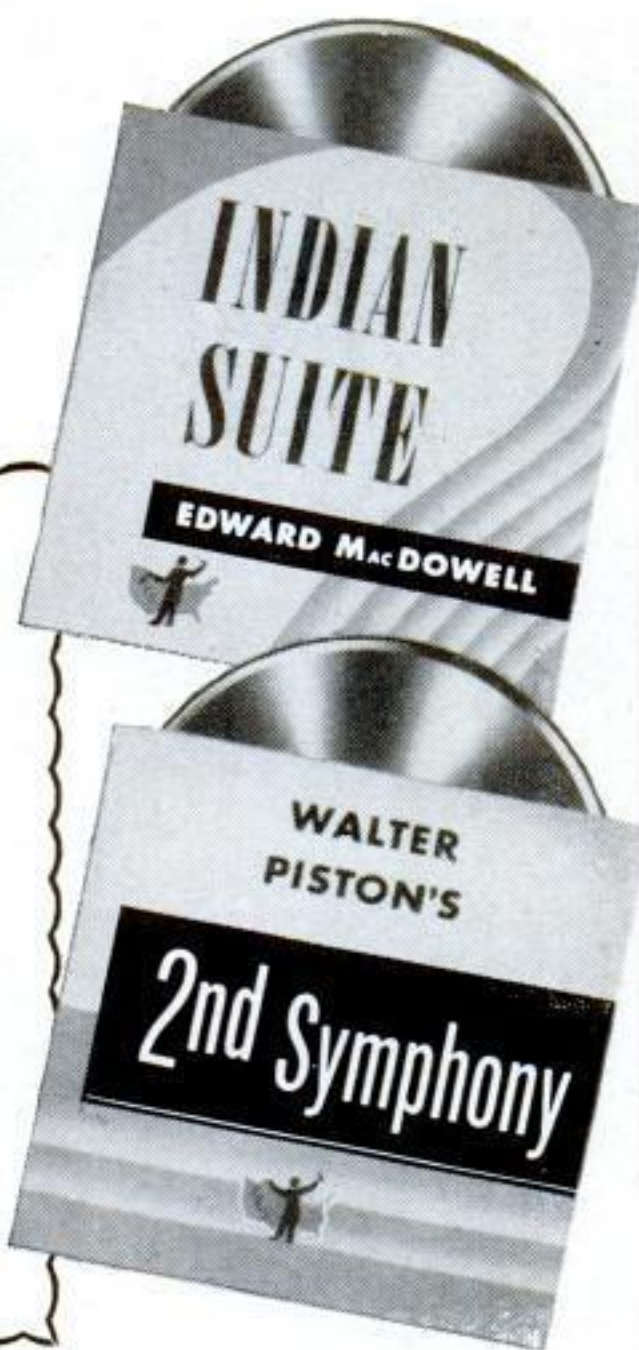
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SINCE THE LAST WAR a great musical awakening has electrified the music-loving world—a sudden realization that the foremost music being written today is *American music*—and that American composers have been writing enjoyable melodies, important music for the past 200 years! In all the great concert halls the most famous orchestras, conductors, soloists, chamber and choral groups are performing this music for delighted audiences.

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LETTERS TO THE EDITORS CONTINUED

MRS. LOGAN IS 41

Sirs:

After reading "Mrs. Logan is 41" (LIFE, Dec. 17) I couldn't resist sending this snapshot of my mother, Margaret Angelo, who is 43. She not only



has four grown children, ages 26, 23, 22 and 19, but also seven grandchildren. She still operates her own beauty shop in Jamestown, N.Y. after having been in business for 25 years.

MRS. MERLIN FARNHAM

Falconer, N.Y.

Sirs:

My mother, Mrs. Allan Ullman of New York City, will be 42 in February. She is 5 feet 3 inches tall and



weighs 116 pounds. The other statistics, as you can see, speak for themselves.

SANDY ULLMAN

Los Angeles, Calif.

Sirs:

... Mrs. Logan, you say, is "no isolated phenomenon among U.S. women." ... Next time give us women who worry about enough money to pay for car insurance and junior's new teeth brace, women who don't have time for golf, roadwork on bicycles and cocktail costumes with velvet pants.

RAYMOND SIMON

Utica, N.Y.

Sirs:

... Attractiveness past 40 has nothing to do with the size of the pocketbook, and everything to do with a pride in one's appearance and a modicum of self-discipline. My congratulations to Mrs. Logan and company.

ALBERT C. DICKSON

Ladue, Mo.

PEOPLE

Sirs:

You say in "People" (LIFE, Dec. 17) Governor McKeldin gets "some kilts." How many does he want? ... Grammatical purists wear a kilt. Scotsmen wear only the kilt.

SARAH GRAY

East Orange, N.J.

THE OLIVIERS

Sirs:

The cover of the Oliviers on the Dec. 17 LIFE was the best of 1951. ...

ANN ROWLSON

Rochester, Mich.

HOW TO CARVE

Sirs:

In "How to Carve Six Roasts" (LIFE, Dec. 17) the anatomical diagrams are fine, but it seems to me it would be difficult to carve without them. Below is my solution to this problem: an X-ray machine which would enable the carver to see the bone structure and hack away in complete confidence.

RUDOLPH E. SCHALOW

New York, N.Y.



NURSE MIDWIFE

Sirs:

Has Maude Callen ("Nurse Midwife," LIFE, Dec. 3) reached her goal of \$7,000 for a health clinic?

RHODA HERZOG

New York, N.Y.

● At last count Mrs. Callen had received over \$8,000, and letters are still pouring in at the rate of 150 a day.—ED.

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LIFE'S COVER

The longest and shortest hair styles of this winter have animal names (pp. 65, 66) and are shown on this week's cover: the horsetail (left) and the poodle clip (right). The horsetail, long hair pulled tight on the back of the head, is a variation on a hairdo familiar to summer beaches where teen-agers congregate. The poodle descends from other short styles like the baby cut, the feather cut and the shingle but differs from these in that the hair has no part, is combed forward and is frizzled even on the crown of the head. The long-haired model is Mimi Barker, 18. The cropped top belongs to Merry Tompkins, 23.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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5—T. RT. LOUIS FAURER, BOT. LT. ACME	26—MARK KAUFFMAN—SY FRIEDMAN FOR NBC, SEDGE
8, 9—TONY SPINA FOR DETROIT FREE PRESS—PAUL N. WILLIAMS, ACME (2)	LEBLANG
10, 11—DON ULTANG FOR DES MOINES REGISTER AND TRIBUNE	29, 31—GJON MILI
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20—GEORGE SILK—JACK BIRNS, GEORGE SILK, JACK BIRNS	77, 78—ELIOT ELISOFON
	80, 81—ALLAN GRANT
	82—ALLAN GRANT

ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; EUROPEAN, EUROPEAN PICTURE SERVICE; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

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the difference in your
SCALP.



50 seconds' brisk massage with stimulating Vitalis and you FEEL the difference in your scalp—prevent dryness, rout embarrassing flaky dandruff.

SEE
the difference in your
HAIR!



10 seconds to comb and you SEE the difference in your hair—far handsomer, healthier-looking, neatly groomed. (Vitalis contains new grooming discovery.) Get a bottle of Vitalis today.

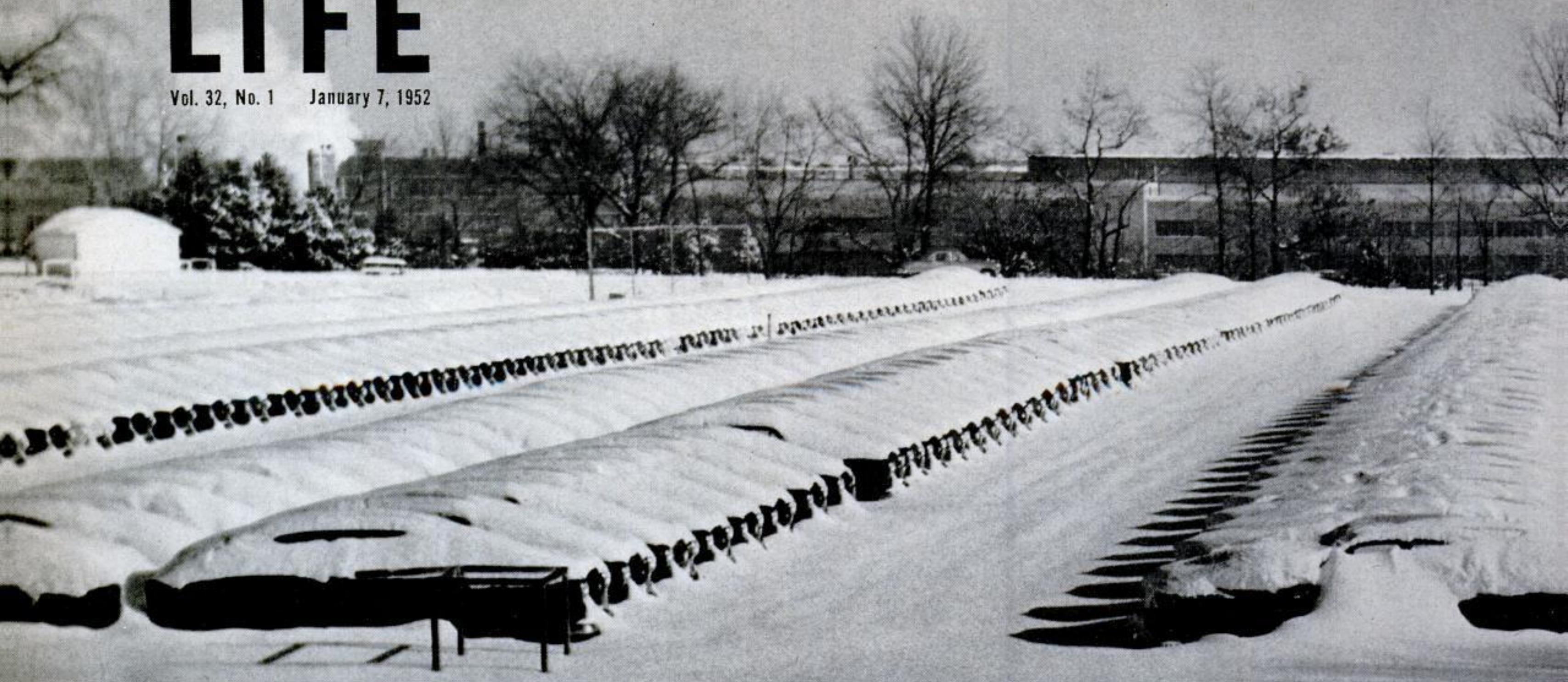
PROOF: VITALIS ALSO
KILLS DANDRUFF GERMS

Actual laboratory tests
prove Vitalis kills germs
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tious dandruff, as no
mere oil dressing can.



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VITALIS
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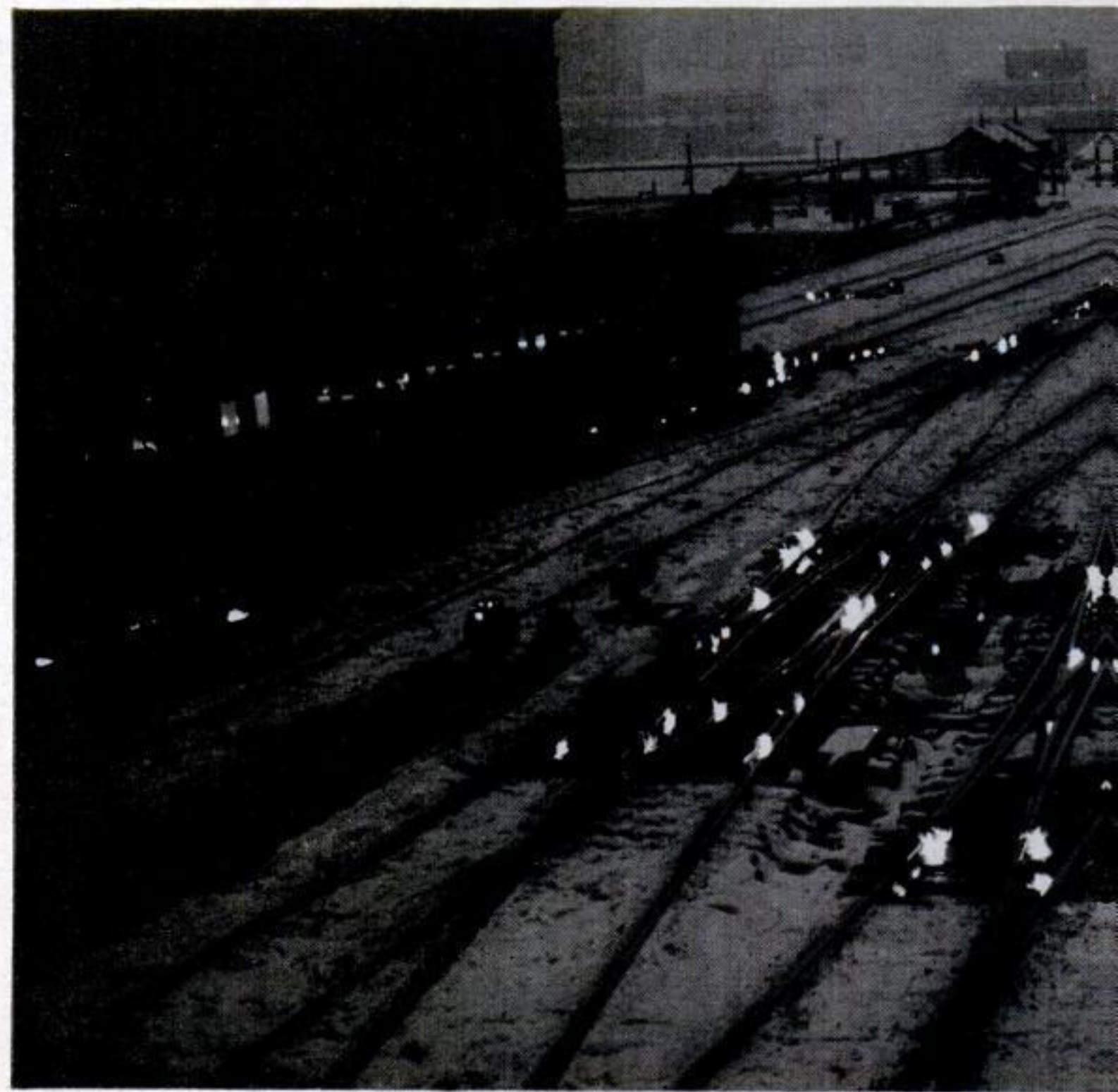


SOME 500 NEW CARS IN THE KAISER-FRAZER PLANT'S PICK-UP LOT AT WILLOW RUN NEAR DETROIT GET IMPROMPTU WINTERIZATION TEST FROM SNOWFALL.



STALLED CARS on a road near Winner, S. Dak., are held fast in drifts like sand dunes. Drivers had fled to nearby farms to escape death from the sub-zero cold.

FROM WILLOW RUN TO WINNER: WINTER



FLARING GAS BURNERS used 700,000 cubic feet of gas a day to keep four-way switches warm enough to operate in Chicago and North Western Railroad's



DETROIT WAS HIT BY AN ALL-TIME RECORD SNOWFALL OF 32 INCHES. THOUSANDS OF AUTOMOBILES WERE ABANDONED BY OWNERS IN THE CITY'S STREETS

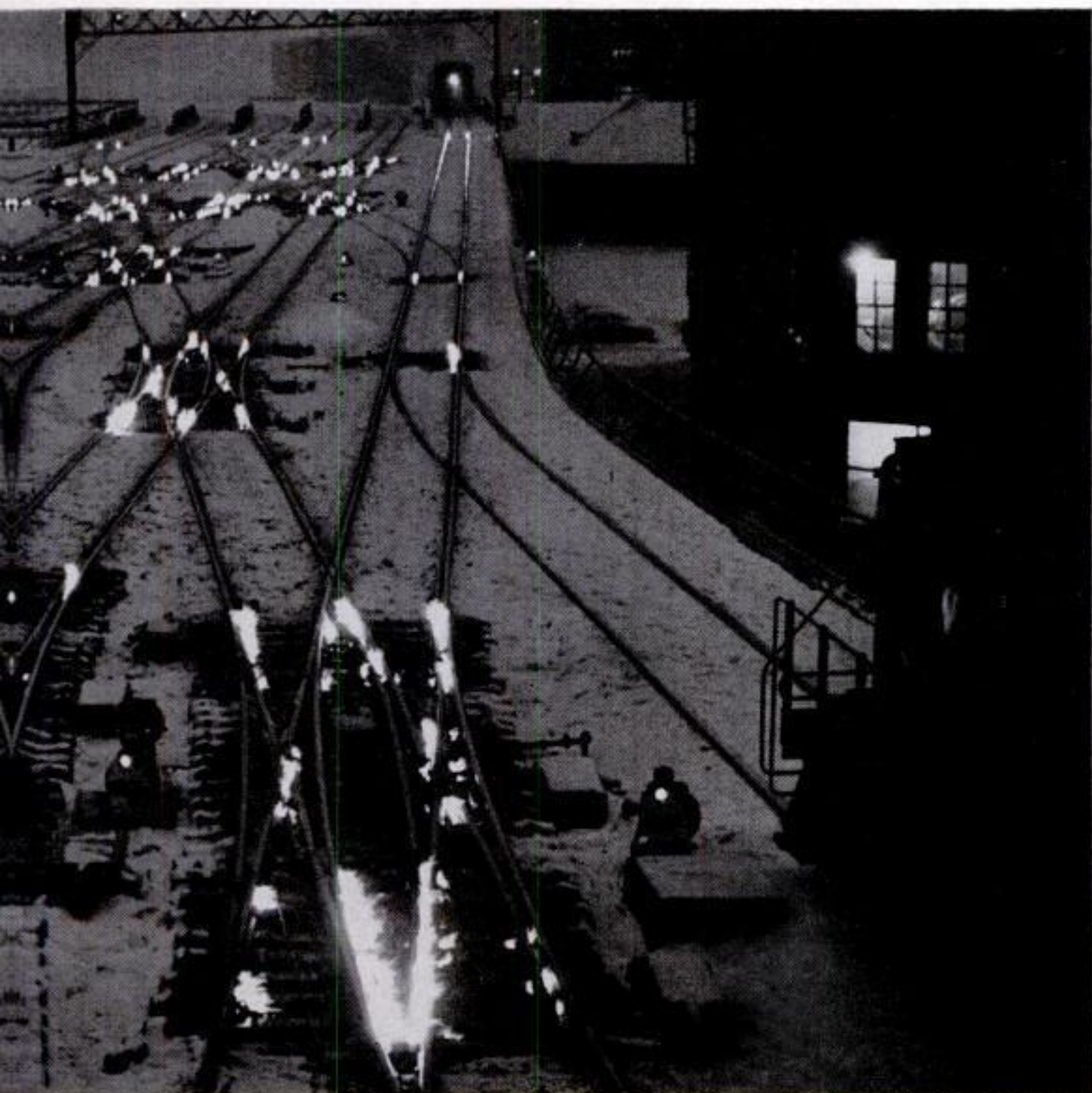
As the year drew near its end, a succession of low-pressure areas followed one another down from the Canadian Northwest along the North American storm track, across the Plains States, through the Great Lakes Region and out across New England to sea—spilling great falls of snow as they went. In the short intervals between the succession of storms, the weather remained stolidly cold so that the snows accumulated instead of melting. The result was torturous for millions of Americans.

In rural areas cars stalled in hopeless drifts and their imprisoned occupants had to fight

their way to shelter in farmhouse, church or filling station. Skidding trailer trucks jack-knifed and crashed. Schools closed. Isolated farmers counted, then sometimes rationed food stocks among their families.

Cities were just as uncomfortable, if not as primitively perilous. Pedestrians slithered in icy pools and some died of falls or of overexertion in shoveling walks. Annual snow removal budgets vanished in the hiring of crews to keep plows working overtime. Theater marquees collapsed under snow's weight. Telephone companies' WEather numbers were flooded with

calls from citizens who listened, then swore fervently. People stayed home from office and factory (many of which closed) and from holiday parties. Galoshes and snow shovels sold out. In the St. Marys River an ice jam 15 feet thick formed near Sault Ste. Marie. Grand Rapids got 54.6 inches of snow in 25 days. Chicago had 47.6 inches in two months, better than a foot above its average for an entire winter. A corps of 200 plows worked around the clock trying to clear its streets, jammed with cars on which police tied 7,000 parking tickets. But the worst trouble occurred farther west (*left and next page*).



Lake Street yard in Chicago. They were operated constantly for the two weeks of storm. Despite such measures, Midwest trains were hours behind their schedules.



FIREMEN LIKE ICE SCULPTURES train a hose stream on a burning Chicago hotel which caught fire in the sub-zero weather, and thus made 300 guests homeless.



IN SOUTH DAKOTA SNOW AND COLD

The hardest hit, hardest suffering place in all the Midwest was South Dakota. For 15 days snow swirled and cold (often -10° to -15°) winds blew across the flatlands. In the towns a measurable 26 inches fell, but in the country snow drifted as high as 15 feet. Road crews worked steadily but

the highways drifted back into impassability before the plows had gone a mile. Sales of big old-fashioned box sleds grew brisk. Most trains managed to get through, though seldom on schedule. One completed the 100-mile run from Huron to Pierre, hauled by two locomotives and pushed by a



ISOLATED MANY A MAN AND BEAST

diesel, but arrived 12 hours late. Small towns were quickly isolated and some stayed isolated for two weeks. Farmers tramped desperate Xs in the snow to attract help from the air as fuel and food ran low, children got hurt and had to be rushed to the hospital, or the time of expectant

mothers drew near. Luckier farmers like the one above, photographed near Winner, had only their stock as a chief concern. They made brief forays out of the house to sled (*lower right*) whole stacks of hay, as thickly iced as cupcakes, from the fenced-in hay lots out to their hungry herds.

THE CASE FOR IKE

HE IS SO WELL EQUIPPED FOR THE PRESIDENCY THAT HE OUGHT TO BE A CANDIDATE

If General Dwight D. Eisenhower is the Republican candidate for President this year, the editors of *LIFE* will probably give him their enthusiastic support. We are therefore a little disturbed that his official campaign is not off to a very strong start. In this situation his would-be supporters can at least review the reasons why Ike would make a very good President. His absence from the U.S. should not dim his image, nor his silence add to the myth that his political views are unknown. His political views are known. Together with the man himself, they make a pretty conclusive case.

The first point in Ike's favor is that he understands war, A to Z. Because of this he is a man of peace, as only an experienced fighter can be. "Possibly my hatred of war blinds me," he said in 1950, "... but in my opinion there is no such thing as a preventive war War begets conditions that beget further war." When he took the European rearmament job he conceived its purpose as "the preservation of peace and nothing else." Yet he understands better than have Truman and Co. the role that power plays in keeping peace. Not only did he resist our headlong demobilization of 1946, but at Potsdam (as Forrestal's diary reveals) he besought Truman not to make any concessions to the Russians for the sake of getting them into the Japanese war, which he felt had already been won. Had his advice been followed, China could have been saved instead of betrayed.

He understands the political dynamics of security, which is why he believes (as does Congress) that the unification of Western Europe is imperative for its own, for Britain's and for America's sake. And once Western European unity is achieved, says he, "the Soviets will never be able to hold the East Germans out of it." His grasp of power politics includes its relation both to peace and to the recovery of lost ground. The next President of the U.S. will need that grasp and the will to act on it.

Ike's second great asset is his administrative ability. He is known as a political general, and his two greatest assignments—SHAEP and SHAPE—were of a sort that required much diplomatic finesse. Ike's diplomatic talent made the U.S. and British armies and air forces a team. But this talent (itself no great handicap in a President) partly concealed the administrative genius that could organize the most massive invasion in military history.

Similarly in Europe now: Ike's job often looks like mere morale-building, speech-making, etc. But meanwhile, in the one year he has been in Europe, the forces under his command have more than doubled and now number 20 combat-ready divisions with 10 more in reserve. This is below what it should be, owing largely to delays in arms production both in Europe and the U.S. It has nevertheless changed the world picture almost spectacularly.

The NATO forces in being, though too small and lacking tactical air support, are well trained enough and so deployed that a Red attack could no longer take Europe by surprise and could no longer "walk to the Channel in a week." This being the case, Europe sees a chance to defend itself and with that chance Europe's will to try is returning. "A successful allied command is a growth something like a tree," said Ike a year ago, "and the central core of it is confidence." To have brought even the beginnings of confidence to sick Europe in one year is quite an operation.

Ike's third asset is his set of political principles. He has made no secret of them; and while they are necessarily general, they show his colors. He describes his principles as guides to the middle road "between the unfettered power of concentrated wealth . . . and the unbridled power of statism or partisan interests." They are: 1) "Individual freedom is our most precious possession." 2) "All our freedoms . . . to buy, to work, to hire, to bargain, to save, to vote, to worship, to gather in a

convention or . . . association, all these freedoms are a single bundle. Destruction of any inevitably leads to the destruction of all." 3) "Freedom to compete vigorously among ourselves, accompanied by readiness to cooperate wholeheartedly for community and national functions, together make our system the most productive on earth." Ike is clear and strong for the profit system and is deeply disturbed about levels of taxation. "How far can a government go in taxing away property rights and still not leave the government the master of the people instead of its servant?" He knows that a "paternalistic government can gradually destroy . . . the will of the people to maintain a high degree of individual responsibility" and thinks cradle-to-grave security is an illusory goal.

As a college president he would not hire a known Communist but opposed loyalty oaths for teachers and would have "the facts of Communism" taught at Columbia. The danger to liberty, he believes, is not only from Communism but from our own "shiftless reliance on bureaucracy and the federal treasury." He is for "efficiency and economy in all governmental expenditures"—including military—and believes that while solvency and security may not be synonymous, "you could not, over the long term, have one without the other." These political beliefs are more sound than original, but Eisenhower holds them with a conviction rare today even in his own Middle West.

If he were President, Ike's political principles would come into their toughest conflict with the facts of life at one very significant point: the Pentagon. This is not because the Pentagon is run by socialists; it is because, out of our present \$90 billion budget, some \$60 billion are being spent by the Department of Defense. Like any bureaucracy the Pentagon would rather grow than dwindle. Yet any arm of government that spends two thirds of our taxes presents an acute problem of sheer bigness and is a positive if unintentional danger to the politico-economic system it is supposed to defend. It therefore needs a strong opponent whose concern for defense is above suspicion and who knows the Pentagon's vulnerable points. At least one knowledgeable congressman is for Ike because Ike is a convinced antimilitarist who, having been chief of staff for three years, knows where the sources of the militarist infection lie. Certainly Ike as President would not be buffaloes by the Pentagon.

Ike's fourth big asset is his gift for leadership, his sense of the American role in history's next turn. He sees "no use arguing the point that the U.S. has been forced into a position of world leadership," and he feels the first requirement of leadership is "moral strength, the conviction that we are right." Ike himself has always had plenty of that strength and conviction, enough to inspire those around him. Like Churchill, MacArthur, and maybe a few others, he is a charismatic character, but in addition he is a good listener, has a healthy respect for facts and has the kind of humility which a president needs more than most men.

What a boost he could give to the national morale! And to the rest of the free world's, too. If he were President there would be no further doubt whether America's leaders understood the American task. Says Ike, "We know that 150 million united Americans constitute the greatest temporal force that has ever existed on God's earth." Assuming that the people still share Ike's faith in the indivisibility of freedom, they would respond to his leadership.

These qualities of Ike Eisenhower should be made available to the American people. There is evidence that the people would support his nomination if given the chance. Republican politicians with an average amount of patriotism should help give them this chance. And Eisenhower himself, sincerely though he shuns the muck of party politics, should do his part to give them the chance too.

PICTURE
OF THE WEEK



MOURNFUL JOHN L.

Sickened and shaken, United Mine Workers' chief John Lewis was stained with grime last week as he emerged from underground ruins of an Illinois coal mine. Viewing bodies of scores

of dead miners, the one-time miner muttered "My God" and bitterly took up his old fight for laws which might prevent future tragedies like that of Orient mine shown on following pages.



WAITING AND WEEPING for her husband, who she believes trapped underground, Mrs. Kenneth Nicholson leans against wall of washhouse after seven-hour

vigil. Her brother, turning quickly to hide his grief, becomes a blur on the film. The wait was well rewarded: her husband, safe, was working with rescue crews.



RESCUE WORKERS WATCH SILENTLY AS A CORPSE COMES UP THE SHAFT. SOME BODIES HAD TO BE CARRIED TWO MILES UNDERGROUND THROUGH DEBRIS

DEATH AT ORIENT NO. 2

119 die in worst U.S. mine disaster since 1928

In West Frankfort, Ill., last week was a time for adding up a ghastly loss. The people of the mining town had final knowledge that there was no hope for 119 men trapped in New Orient Mine No. 2. On Friday, Dec. 21, 220 men had ridden down to the 535-foot level, cheerfully anticipating a four-day Christmas weekend. There was a shattering explosion. Choking in clouds of gaseous coal dust, some got up shafts or out the tippie. But most lay dead or dying, seared by sudden flame or walled up in alleys flooded with carbon monoxide. The mine was one of the most modern of its kind and a routine inspection that very day had reported nothing alarming. As early as last July, however, federal inspectors had criticized (but had no power to change) Orient's practice of leaving open, rather than sealing or ventilating, abandoned workings which might therefore collect explosive methane gas. A few days after the explosion investigators issued a tentative report on the nation's worst mine disaster in 23 years. Their findings: probably explosion of methane gas, touched off by electrical equipment.



ONLY SURVIVOR in blast area was Cecil Sanders (above) who was trapped 58 hours. He avoided heavy lethal carbon monoxide by climbing to a 10-foot ledge.

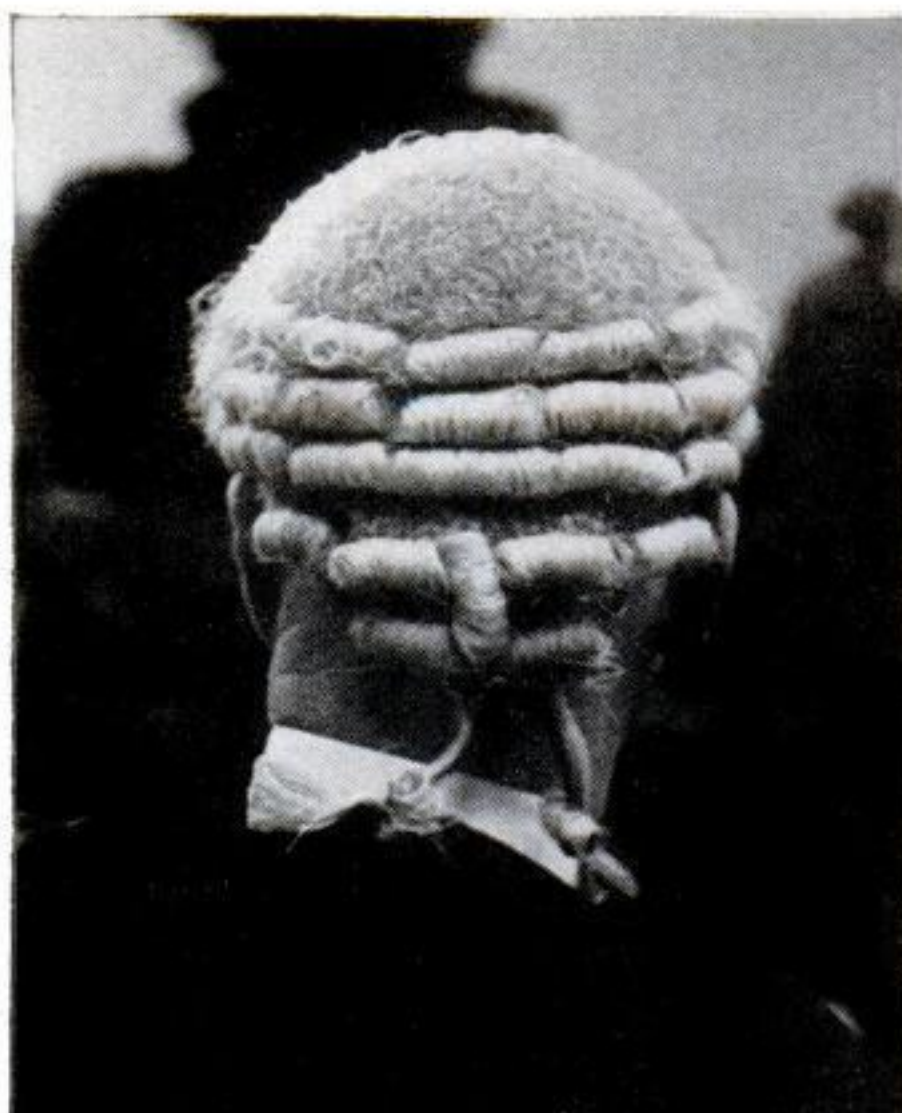


IN A WIDOW'S HOUSE sympathetic friends and relatives gather around Mrs. Charles Barton (on couch) who has three children and whose husband lies on a

bier in the next room. Some of the families lost both their husbands and brothers. One miner's wife was widowed for the second time by an accident in Orient No. 2.



THE LORD MAYOR OF BRISTOL SPORTED FEATHERS



TOWN CLERK OF SOUTHAMPTON WORE SHORT WIG

THE GLOUCESTERS GET BACK

England's Korea heroes are greeted by cheers, tears and bigwigs

"All ranks fit and in good heart, looking forward to spending Christmas with their families ..." read a message sent from the British troopship *Empire Fowey* before she docked last month at Southampton. The ranks so non-committally referred to were the men of the famous First Battalion, Gloucestershire Regiment, home after more than a year in Korea. For three bloody days last April the "Glorious Gloucesters" had withstood the brunt of the Chinese offensive on the Imjin River during the Reds' most powerful bid for a Korean victory. Of the 700 Britishers in the battle only 41, led by Captain Mike Harvey (*right*), had reached the safety of the U.N. lines (*LIFE*, June 4, 1951).

A few others later straggled back and 498 more were recently reported Communist prisoners.

The Gloucesters, reinforced and back to their full strength, docked at night at a wharf packed with cheering friends and relatives. Next day the battalion was honored by a group of high-ranking military officials, English mayors and variously head-dressed dignitaries. The best moments of all came when the men were released for a six weeks' leave. The mother of Pvt. Peter Beasley (*below*) was so overjoyed when her boy walked in the door that she broke a long habit of abstinence. Then, weeping proudly and wearing Peter's beret, she shouted "Up the good old Gloucesters" louder than all the rest.



FAMILY REUNION is shared by Survivor Peter Beasley, his sister (*left*) and his mother. Mrs. Beasley,

who is the mother of 16, also had grandson in Gloucester Regiment who came home safely with his uncle.



LADY MAYOR, Mrs. Cutler of Southampton, addresses massed Gloucesters. Officer in foreground is



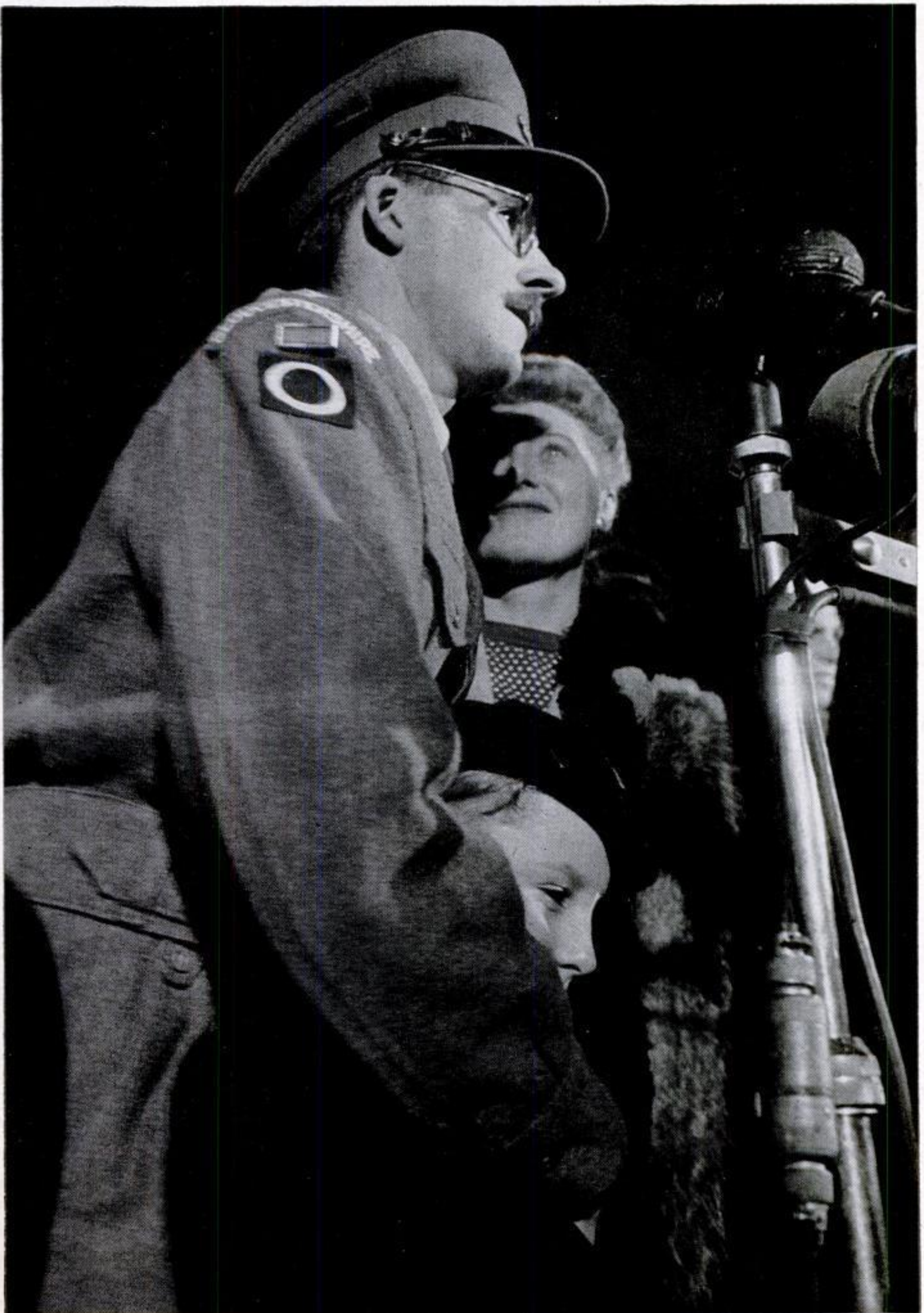
Lieut. Colonel Digby Grist, who became C.O. after Lieut. Colonel J. P. Carne was captured by the Reds.



RECORDER FOR SOUTHAMPTON HAD LONGER WIG



THE SHERIFF OF BRISTOL WORE A SOBER TOPPER



HERO'S HELLO is given by Captain Mike Harvey over BBC hookup at dockside while his happy but

teary wife and 6-year-old son listen. For his bravery at Imjin, Harvey received the Military Cross.



ON FULL AUTOMATIC, THE T-47 RIFLE SPEWS OUT CARTRIDGE CASES STILL SMOKING FROM BURNING POWDER. CLIP ON THE NEW RIFLE HOLDS 20 ROUNDS.



T-47 RIFLE resembles the Garand now in use but it has a large ammunition clip like a submachine gun and a small cylindrical recoil reducer on the muzzle.

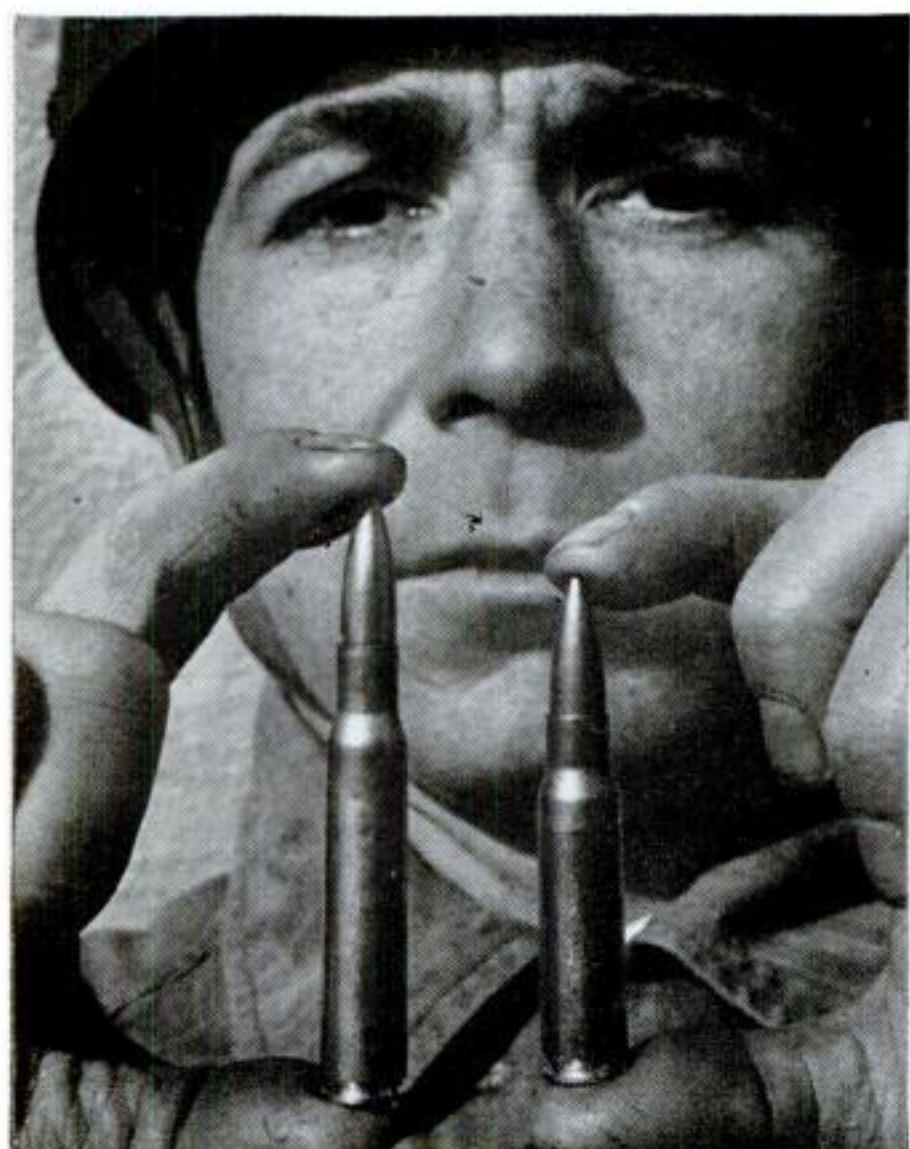
BATTLE OF LIGHTWEIGHTS

U.S. unveils new rifle to compete with Britain's

All the talk of fantastic new weapons notwithstanding, the lowly rifle remains the world's basic weapon. Last spring Britain unveiled a new one of .28 cal. and proposed its adoption by all NATO countries where the predominant rifle was the .30 cal. U.S. Garand M-1. U.S. Army Ordnance, which had for years been working on a new .30 cal. lightweight rifle, said they had something better but kept all details secret. Last week, with an eye on Winston Churchill's coming trip to Washington and his persuasive advocacy of the .28 rifle, the Army hurriedly unveiled its prize T-47 rifle. The T-47 weighs 8 pounds against the present M-1's 9¾ pounds and, unlike the one-shot-at-a-time M-1, can be fired either one shot at a time or on full automatic like a submachine gun (*above*). The British gun can match these characteristics of the T-47, but its .28 cal. bullet does not have the hefty hitting power of .30 cal. ammunition. The statesmen and the soldiers prepared for a long struggle, remembering the bitter fight in the '30s over the Garand and the old bolt-action Springfield.



IT CAN BE EMPTIED IN LESS THAN TWO SECONDS



T-65 CARTRIDGE (right) used in T-47 is smaller than present one (left), but has same hitting power.



NIGHT FIRING with tracers shows T-47 (right) getting off 20 shots while Garand (left) gets off only

three. Recoil reducer and flashless powder of new ammunition make new rifle much harder to spot at night.



ONE DRIVER PROVES HE CAN FIND TIP OF HIS NOSE



ANOTHER GETS HIS FEET MIXED UP



LADY DEMONSTRATES SHE CAN STAND AT ATTENTION



ANOTHER LADY UNFAILINGLY HITS TIP OF HER NOSE



... BUT THIS GENTLEMAN MISSES



THIS ONE DISCOVERS PERILS OF WALKING STRAIGHT

LOS ANGELES TRIES FOR SOBER HOLIDAY

"Only Friday," said the sergeant, "and the goddam 502s are already rolling in." He meant drunken drivers, called 502s in the California police radio code. With an extra-long weekend before Christmas and New Year's Day coming up, the police of motorized, subwayless Los Angeles had learned by experience to expect plenty of wrecked cars and DBs (dead bodies) on their hands. Nearly 1,500 policemen, sheriff's deputies and highway patrolmen went on extra

duty. They organized road blocks, stopped 44,764 cars and in some cases put the drivers through sobriety tests (above). By Monday the word had got pretty well around over the great city: office Christmas parties were being cut short, last ones "for the road" were being turned down in bars. The cops picked up 408 teetering 502s plus 683 staggering 480s (code for drunken pedestrians). But for all their efforts there were still 19 DBs, 249 persons injured.



Favorite in *Ben Franklin's* Time FAVORITE TODAY



CHICKEN NOODLE SOUP

Made with plenty of fine CHICKEN
and EGG NOODLES—as in Colonial days

Welcomed today as in Ben Franklin's time, this truly American soup reflects the Old Colonial tradition. This means, first of all, chicken simmered till the broth comes gleaming rich and full of chicken flavor. Then golden noodles are added, and tender pieces of chicken, all with a lavish hand. For so runs the time-tried, cherished recipe that Campbell's follow faithfully.

You'll enjoy this nourishing soup as the main dish of many a family lunch... or children's supper. Better keep a can or two of this hearty, homey favorite on your soup shelf.

Campbell's

CHICKEN NOODLE SOUP



There's No Substitute for Old Grand-Dad

YOU'LL never know how fine a bourbon can be until you try Old Grand-Dad—one of Kentucky's finest whiskies. It goes into new charred white oak casks a superior whiskey. There it ripens until completely matured. Then it is bottled in bond. Enjoy this superb whiskey's smoothness, mellowness and heart-warming flavor soon. Then you will know why there's no substitute for Old Grand-Dad—"Head of the Bourbon Family."

The Old Grand-Dad Distillery Company, Frankfort, Kentucky



**OLD
GRAND-DAD**
Head of the Bourbon Family





BATTERY OF EXPERTS was needed to complete the sale of the Empire State Building. The title insurers were Henry Cronn (1), James Farrell (2), Hugh FitzSimons (3), Edward Healy (7) and John Vermeulen (8). Attorneys were William Ford (5), William Keenan (22), Thomas Halleran (37), Wallace Borker (40), and secretary Andrew Budis (35) for the purchasers; Chauncey Newlin (13), Charles Dugan (17), Vernon Munroe (18), Harold Wescott (19), Maurice McLaughlin (23), Sherwood Hall (31) for Raskob estate; Frank Quillinan (10) for Alfred E. Smith estate, minority stockholder in old company;

Robert Steefel (33) for brokers; Scott Osborne (34) for Prudential Insurance; Philmore Haber (39) for Ben Tobin (46), one of the purchasers; William Radebaugh (44) for Irving Trust (trustee for bondholders) of which William Pagen (45) is vice president; Arnold Grant (16), secretary of new company, and Wolfe Charney (38) for Colonel Henry Crown (21), the new company's chairman of the board. Colonel Crown was accompanied by his son Lester (15) and Accountant Milton Falkoff (14). Bankers Trust, the escrow agent, was represented by H. S. Seal (4), Orie Kelly (9), Harold Corcoran (26), Robert Brome (27),

W. J. Kenny (28) and Francis Rue (29). Charles F. Noyes Co., brokers for the transaction, were represented by President Charles Noyes (47), George Hammer (30) and Marcel Keene (32). For Prudential were Oscar Updike (41) and Edward Hannas (42). The old company was represented by President William Raskob (6) and Secretary Mary Carr (11), the Raskob estate by executor Frank Garey (12). Francis Fleeson (20) was official notary. Alfred Foote (24) and Thomas Rodd (25) represented J. P. Morgan, purchasers' bankers. C. D. Osborn (36) and Nathan Potter (43) are officials of the new company.

104 STEPS, 600 DOCUMENTS—AND A SKYSCRAPER IS SOLD



BUYER ROGER STEVENS

The amazing complexity of modern business methods was never better illustrated than on Friday, Dec. 21, when 75 modern businessmen met at the Bankers Trust Company in Wall Street to negotiate the sale of the Empire State Building. Real estate magnates, bankers, attorneys, title experts, appraisers, insurance men, mortgage holders and brokers spent most of the working day signing documents, shuffling papers, swapping titles and exchanging multimillion dollar checks. When it was all over, the world's largest skyscraper, built for \$52 million in 1931, had changed hands at a price of \$50 million, the largest sum ever paid for a building. The bewildering transaction began last May when a 41-year-old real estate man named Roger Stevens gave the heirs of former owner John J. Raskob a \$1 million downpayment, promising to pay the rest by the end of the year. Stevens then had to figure out a way to raise the additional \$49 million. He came up with a novel idea. He would sell the land out from under the building to the Prudential Insurance Co. of America for \$17 million and then lease it right back again for 99 years. Prudential would then be willing to lend \$15.5 million more, taking a mortgage on the building itself and the lease rights as security for the loan. With his partners and associated companies he would be able to raise \$14 million. Then he would get the Raskob heirs to lend him the last \$5 million on a second mortgage, which

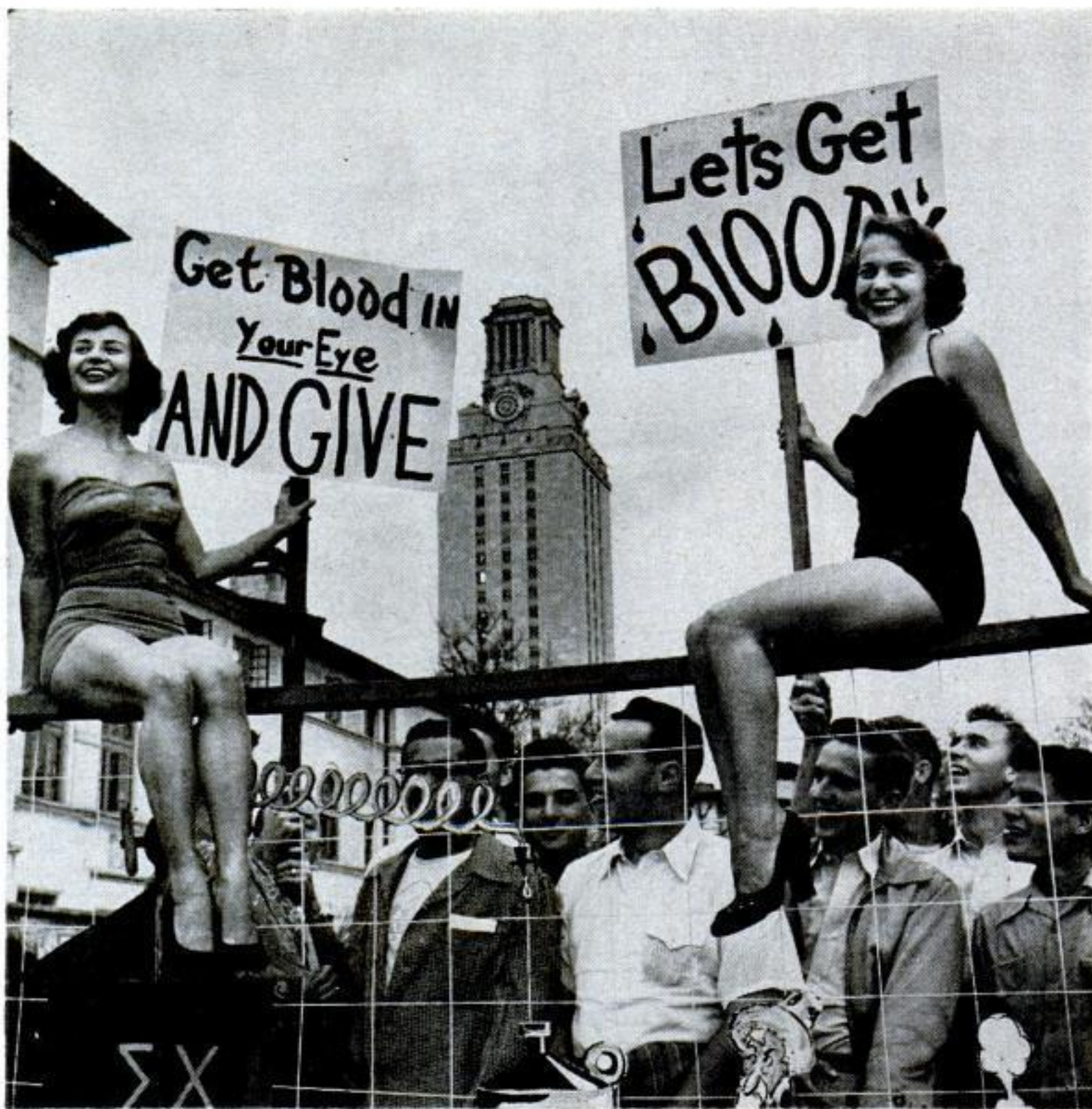
would produce the grand and necessary total of \$51.5 million. The land and building were selling for only \$50 million, but the rest would be needed for fees, taxes and other expenses.

Through the summer and fall Stevens and a staff of attorneys worked out all these arrangements—but only on paper. Stevens could not sell the land or mortgage the building to Prudential until he owned them. And he could not buy them from the Raskob heirs until Prudential and all the other companies gave him the money. The only solution was to do everything at once.

It was so complicated that a dress rehearsal was held on Dec. 20 so that everybody could be sure to play his proper role at the official session the next day. A 19-page memorandum was handed out identifying the 21 groups involved and outlining the 104 legal steps which had to be taken, from certifying the validity of stock to notifying tenants that they were to pay rent to a new owner. In the ensuing 5¼ hours more than 600 documents were passed back and forth and some 2,000 signatures were affixed to them. The old stock had to be sold and the company liquidated while certificates of title and payment of mortgages had to be arranged so that a new company could be organized. Prudential wound up with a \$17 million piece of land, and the Raskob heirs with \$32.5 million, the rest of the \$50 million going to pay off old mortgages. Stevens and his new Empire State Building Corp. acquired a block-long, 1,472-foot building (right) with 2 million square feet of profitable office space and a popular observation tower. A recent visitor to the 102nd floor tower was Roger Stevens. Like many visitors before him—but with far better cause—he felt dizzy.



EMPIRE STATE BUILDING



A PAIR OF AQUA-QUEENS FROM TEXAS' WATER SHOW DO THEIR BIT FOR BLOOD DRIVE

BLOOD DRIVE, TEXAS STYLE

Students round up 2,810 donors to chalk up a new college record

Last fall the University of Idaho staged a campus drive to help out in the blood shortage (LIFE, Oct. 22) and got 1,014 pints from its 3,000 students. This made Idaho blood donor champion of all U.S. campuses and cocky enough to challenge 120 other schools to beat its mark. Several colleges took the challenge and then the University of Texas got ready to try for the biggest and fanciest roundup of blood ever made.

To whip up interest in the drive and chase reluctant donors out into the open the students

used some typically Texas touches of showmanship. They started with pep rallies, parades, songs and dances, then went on to the crowning of a special campus queen dubbed "Bloody Mary," who was elected to the throne on the basis of one vote for each pint of blood pledged. After a week of this kind of razzle-dazzle they had collected promises for a grand total of 2,810 pints—not as good percentage-wise as Idaho but enough blood to cheer the Red Cross and let loyal boosters maintain that Texas has won again.



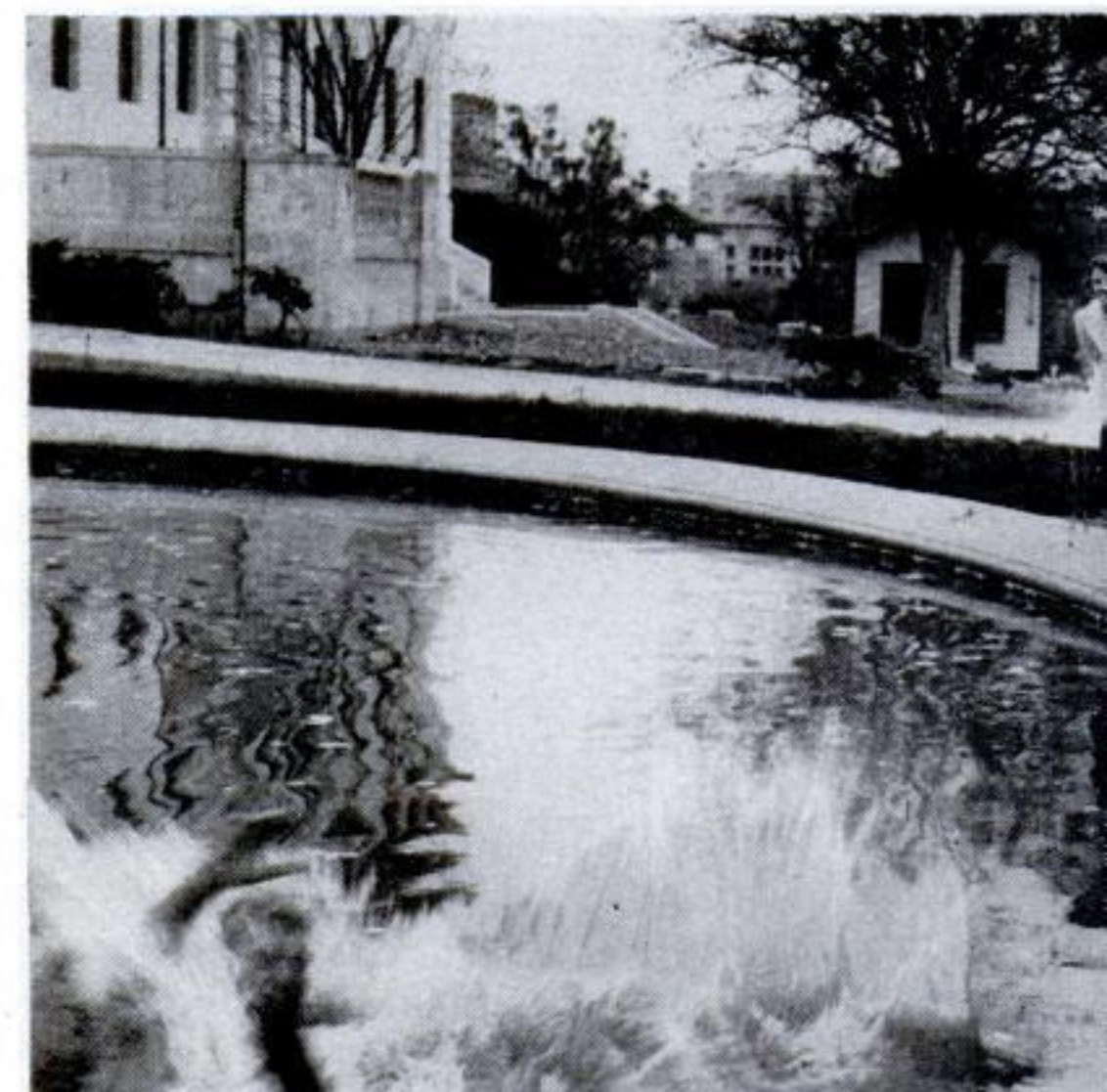
STRIP-TEASE ACT ON STEPS OF STUDENT UNION



WRANGLING DONORS, Sidney Siegel, 18, co-leader of drive, hugs a batch of signed pledge cards.



BOOSTING CAMPAIGN, Bob Sullivan testifies to blood's value. He was wounded twice in Korea.



DUNKING A DOUBTER, students marching en masse to one of the blood rallies toss comrade into



PRESENTS FOUR VERSIONS OF THE BUMP AND THE SHOW TUNE "TAKE BACK YOUR MINK" PERFORMED BY GIRLS FROM THE UNIVERSITY'S DRAMA DEPARTMENT



fountain because he made mistake of saying he might not give his blood. After the wetting he signed up.



GAGGING A DONATION, Beverly Bezoni giggles fearlessly as "doctor" uses an outsized needle.



CRYING FOR BLOOD, the students wave pledge cards after variety show MC leads them in a cheer.

CHEWING'S A NEED WITH EVERY BREED!



All the good sport of a bone—with the exercise that helps maintain healthy teeth and gums! All the finest quality ingredients — baked for easy digestibility. Nutritious MILK-BONE DOG BISCUIT comes in three sizes to suit any dog... Oven fresh, sold *only* in lined containers. Always available in the MILK-BONE department of your favorite food store.

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SAMPLE

Send me free MILK-BONE DOG BISCUIT. Also
Booklet: "How to Care for and Feed Your Dog."
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NEVER
AGAIN!



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FOR THE
TUMMY

GUARANTEED
TO CONTAIN NO SODA

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER

PEOPLE



RIISING STAR IN U.S. DIPLOMACY

Amidst the hustle of packing before going off to his new post in Turkey, up-and-coming Diplomat George C. McGhee, at 39 the youngest U.S. ambassador, gathered his handsome family for a portrait. The McGhees

reacted like most Americans having their picture taken: Michael, 4, grinned impishly as Dorothy, 7, held his hand; Marcia, 12, drew close to her mother who held year-old Cecelia, while George Jr., 9, squinted his nose.




BOY STAR MAKES TV HISTORY

Chet Allen, 12-year-old boy soprano, brought tears from Christmas Eve TV audiences with his portrayal of cripple in Gian-Carlo Menotti's moving *Amahl and the Night Visitors*, the first opera ever written for TV.



STAGE STAR DIRECTS GRAND OPERA

Alfred Lunt brought a saucy response from Metropolitan Soprano Patrice Munsel, while teaching her a two-step for Mozart's *Così Fan Tutte*, first opera Lunt ever directed. His staging, her singing drew critics' cheers.

A woman with blonde hair, wearing a dark red dress with large pink and red floral appliques, stands in a jewelry store. She is holding a lit cigarette in her right hand. The background is filled with glass display cases containing various pieces of jewelry, including necklaces, earrings, and watches. To her right, the back of another woman in a dark dress is visible.

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Carrie Munn

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LEFTOVERS ARE REALLY DELICIOUS COOKED WITH

Recipe for Shepherd's Pie

Mother, herd your hungry flock together and just see how they gobble up this delicious Shepherd's Pie. It's a downright thrifty dish, made with leftovers—and Hunt's Tomato Sauce for rich, savory flavor.

2 cups diced cooked meat
1½ cups cooked left-over carrots
1½ cups left-over string beans
2 cans HUNT'S TOMATO SAUCE
½ cup left-over gravy
2 tsp. Worcestershire Sauce
½ tsp. salt
3 boiled potatoes, thickly sliced
Melted butter or margarine

Mix all ingredients but potatoes and butter or margarine. Place in greased casserole. Brush potato slices with butter or margarine. Arrange in overlapping layer around edge of casserole. Bake in moderate oven (375°F) 30 minutes or until mixture is heated through and potatoes are lightly browned. Makes 4 to 5 servings.

Hunt's Tomato Sauce is pure, rich tomato—Kettle-simmered with fine seasonings and spice. No starchy fillers! Yet your grocer sells it for a few cents a can. Simply cook it into your favorite recipes: meat loaf, stew, soups, casseroles, spaghetti, sauces. Get some right away! Hunt Foods, Inc., Fullerton, California.



For breakfast or dessert

Hunt's Heavenly Peaches
at down-to-earth prices



Hunt-for the best



AIRBORNE AND ALERT IN A MEDIEVAL MARKETPLACE, JEAN BABILEE'S BALLET "TILL EULENSPIEGEL" LOOKS AROUND FOR SOME NEW TROUBLE TO STIR UP

BALLETIC BUFFOON

Eulenspiegel's medieval mischief inspires a slapstick dance hit

One of the most fabulous pranksters of all time was an impudent peasant named Till Eulenspiegel who in 14th Century Germany tormented women, princes, priests and innkeepers. His tricks, embellished in poem, folk song and story, inspired Richard Strauss's symphonic tone poem, *Till Eulenspiegel's Merry Pranks*. Using the Strauss music Ballet Theater recently unveiled its version of *Till*, choreographed and

danced by its 27-year-old French star, Jean Babilee. As Till, Babilee bounds about the stage looking like Harpo Marx (*above*). When a woman spurns him he turns her into a witch. When he sees a dandy wooing a girl Till breaks up the romance by provoking a duel. He fakes a miraculous cure to confound the priests and rob the poor. A laugh-producing hit in New York, Babilee's *Till* is now touring the Midwest.

Don't you...Won't you?

Don't you think it's about time you made one of these Pillsbury cakes? Won't you be proud to turn out a cake that's just as rich and regal as the one you see here? All it takes is Pillsbury Cake Mix

(White or Chocolate Fudge) in those neat blue-and-white packages. All you add is milk. All you'll hear is praise. Don't you want to do it now? Won't you be mighty glad you did? Don't you...won't you?

*Remember—You and Ann Pillsbury
can make a great team*



A note about the Mocha Butter frosting on this cake. We tell you how to make it in the panel at the right.

Mocha Butter Frosting. Cream $\frac{1}{4}$ cup butter or shortening. Blend in 1 egg yolk, 1 teaspoon vanilla and $\frac{1}{4}$ teaspoon salt. Add 4 cups (1 pound) sifted confectioners' sugar alternately with 3 to 4 tablespoons brewed coffee until of proper spreading consistency.



Just add milk—

Milk is all you add—no eggs, flavoring or extras of any kind required. These are complete mixes.

Pillsbury CAKE MIXES

WHITE AND CHOCOLATE FUDGE

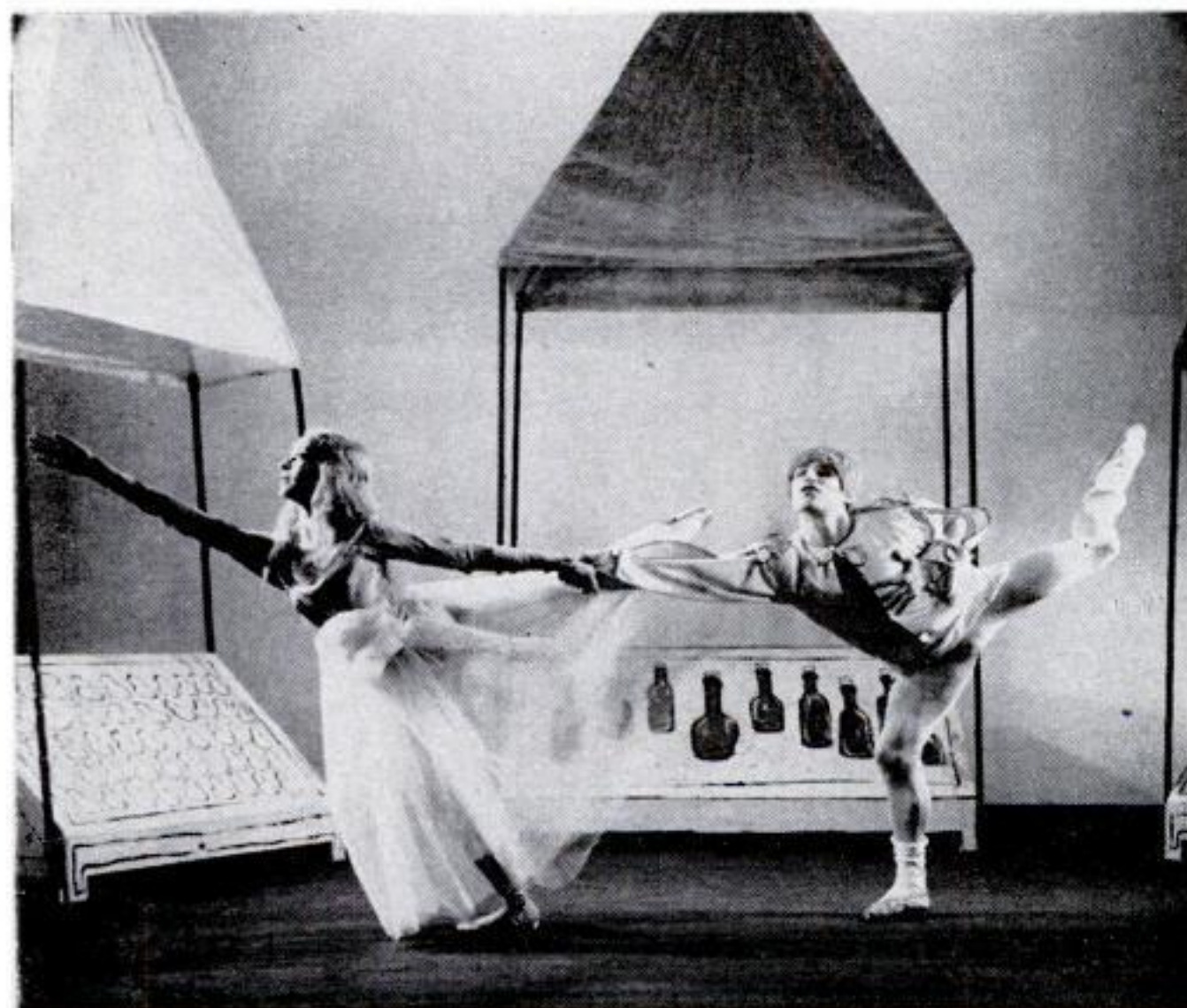
UPS AND DOWNS OF MERRY TILL



A TYPICAL PRANK finds Till intruding between a fop (right) and a girl. Till goads, mimics and ridicules the fop and manages to break up the romance.



A JUST REWARD almost overtakes Till when he is captured and delivered to the headsman. But the pleas of his beautiful beloved save him from the ax.



HAPPY ENDING sends Till and his girl (Ruth Ann Koesun) hand-in-hand into the future where a diet of domesticity presumably will finally tame Till.

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THE WIFE PROBLEM

It is important factor when corporations pick their executives. Is she stabilizing? Integrated? Does she love husband's job?

by WILLIAM H. WHYTE JR.

OVER the last few decades American corporations have been evolving a pattern of social community able to provide their members with more and more of their basic social wants. Yet, the corporation now concedes, one of the principal members of its community remains officially almost unnoticed—to wit, the Wife. For the good of the corporation, many executives believe, it is time the matter was remedied. "We control a man's environment in business and we lose it entirely when he crosses the threshold of his home," one executive says mournfully. "Management, therefore, has a challenge and an obligation to deliberately plan and create a favorable, constructive attitude on the part of the wife that will liberate her husband's total energies for the job." Others, though they might not put it quite so baldly, agree that the step is logical.

Just how to do this is a problem that has many a management understandably baffled. On one very basic matter, however, management is not in the slightest baffled. It knows exactly what kind of wife it wants. With a remarkable uniformity of phrasing, corporation officials all over the country sketch the ideal. In her simplest terms she is a wife who 1) is highly adaptable, 2) is highly gregarious, 3) realizes her husband belongs to the corporation.

Are the corporation specifications presumptuous? It would appear not. The fact is that this kind of wife is precisely what our schools and colleges—and U.S. society in general—seem to be giving the corporation.

Let us define terms: we are discussing the wives of the coming generation of management, whose husbands are between 25 and 40, and in junior or middle echelons of management or with logical aspirations



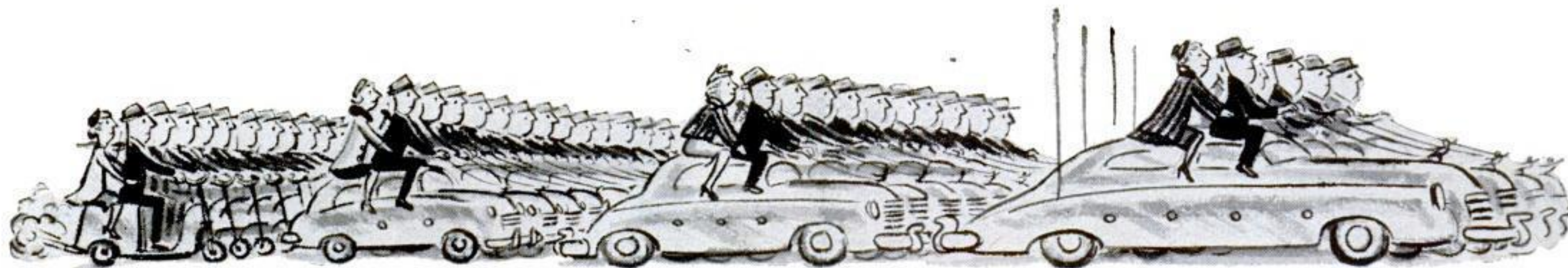
Screening the wife, a delicate operation performed by older

of getting there. There is, of course, no sharp dividing line between age groups, but among older executives there is a strong feeling that this younger generation of wives is the most cooperative the corporation has ever enlisted. "Somehow," says one executive, "they seem to give us so much less trouble than the older ones." "Either the girls are better or the men are marrying better," says another. "But whatever it is with these people, they get along."

The negative role

PERHAPS it is merely that this generation of wives has not yet grown older and more cantankerous. Perhaps. But there is evidence that this group-mindedness is the result of a shift in values more profound than one might suppose. The change is by no means peculiar to the corporation wife but by the nature of her job she may be the outstanding manifestation of it. And a preview, perhaps, of what is to come.

First, how do the wives conceive their own role? Critical literature has been answering the question rather forcefully, with the result that many Americans (and practically all Europeans) assume that the wife of the American businessman not only is the power behind the scenes but wants to become more so. The picture needs considerable revision. For the striking thing that emerges from wives' comments is the negativeness of the role they sketch. As they explain it, the good wife is good by *not* doing things—by *not* complaining when her husband works late; by *not* fussing when a transfer is coming up; by *not* engaging in any controversial activity. Moreover they agree heartily that



The good executive's wife knows that the family car is a precise mark of her husband's rank in the corporation.



bosses and their wives, is done by more and more U.S. firms

a good wife can't help a husband as much as a bad wife can hurt one. And the bad wife, clearly, is one who obtrudes too much, whether as a "meddler," a "climber," a "fixer" or, simply, someone who "pushes" her man around.

Resolutely antifeminist, the executive wife conceives her role to be that of a "stabilizer"—the keeper of the retreat, the one who rests and rejuvenates the man for the next day's battle.

This stabilizing calls for more than good homemaking and training the kids not to bother daddy before dinner. Above all, wives emphasize, they have to be good listeners. They describe the job somewhat wryly. They must be "sounding boards," "refueling stations," "wailing walls." But they speak without resentment. Nurturing the male ego, they seem to feel, is not only a pretty good fulfillment of their own ego but a form of therapy made increasingly necessary by the corporation way of life. Management psychologists couldn't agree more. "Most top executives are very lonely people," as one puts it. "The greatest thing a man's wife can do is to let him unburden the worries he can't confess to in the office."

A social operator

IN addition to listening she can do some judicious talking. If she is careful about it she can be a valuable publicity agent for the husband. "In a subtle way," says one executive, "they put in a plug for the husband. They tell things he wouldn't dare tell for fear of seeming immodest." In similar fashion they can humanize him if he's a boss. "About the time I get fed up with the bastard," says a junior

THE FIRST STUDY OF A "TICKLISH SUBJECT"

For 16 months now LIFE's sister publication FORTUNE has been running a series of articles on the subject of communication between business, its employees and the public. Several of them have studied the "caste and social system of the modern corporation." Since one of the most important figures in this system is the executive's wife, FORTUNE conducted 230 personal interviews with husband-executives, psychologists, management consultants and, most important, executives' wives. These interviews were not "polls" in the question-and-answer category but were rambling conversations, with the result that those interviewed—especially wives—said more than they intended. The results, comprising the first study made of what FORTUNE called a "ticklish subject," appeared in two parts (October and November 1951) and quickly became the most controversial part of the series. For a more general audience LIFE presents herewith the highlights of FORTUNE's study. The communication series will appear in a book *Is Anybody Listening?* to be published next month by Simon & Schuster (\$3).

Illustrations for LIFE by Michael Ramus

executive, "here I am, going over to dinner at his house. And she's so nice. She jokes about him, kids him to his face. I figure he can't be so bad after all."

Low-key "stabilizing," then, the wife sees as her main task. There is another aspect to her role, however, and it is considerably less passive. For the good corporation wife must also be a social operator, and when husbands and wives sketch out the personal characteristics of the ideal wife it is the equipment for this role that comes first to their minds. What they ask for, more than any other quality, is gregariousness, or a reasonable facsimile. Here are some of the ways in which they spell it out.

EXECUTIVE: "She should do enough reading to be a good conversationalist. . . . Even if she doesn't like opera she should know something about it so if the conversation goes that way she can hold her own. She has to be able to go with you if you're going to make a speech or get an award, and not be ill at ease."

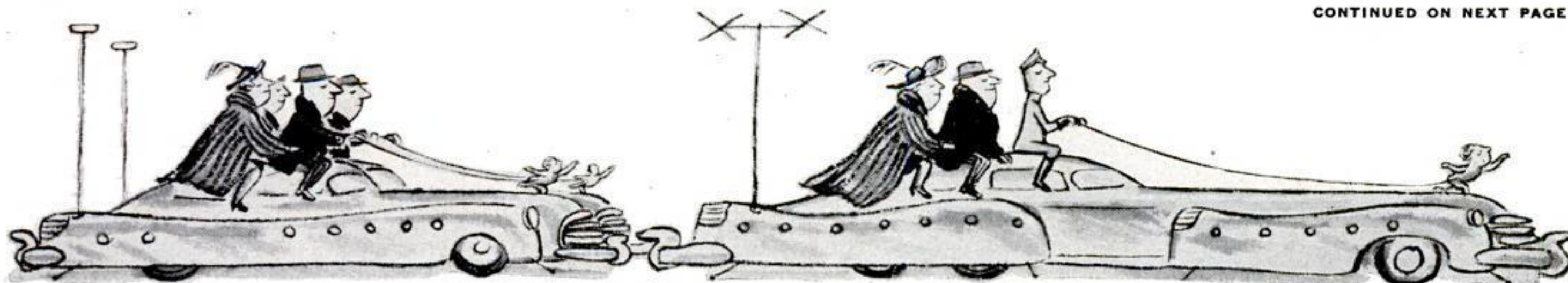
EXECUTIVE: "The hallmark of the good wife is the ability to put people at their ease."

WIFE: "The most important thing for an executive's wife is to know everybody's name and something about their family so you can talk to them—also, you've got to be able to put people at their ease."

EXECUTIVE: "Keeping herself so she is comfortable with people on the boss's level is important. I don't think reading and music and that kind of stuff are vital."

EXECUTIVE: "The kind you want is the kind that can have people drop in any time and make a good show of it even if the baby's diapers are lying around."

CONTINUED ON NEXT PAGE



Not only do they get a better one as rank increases, but they must never have one quite as good as his superior

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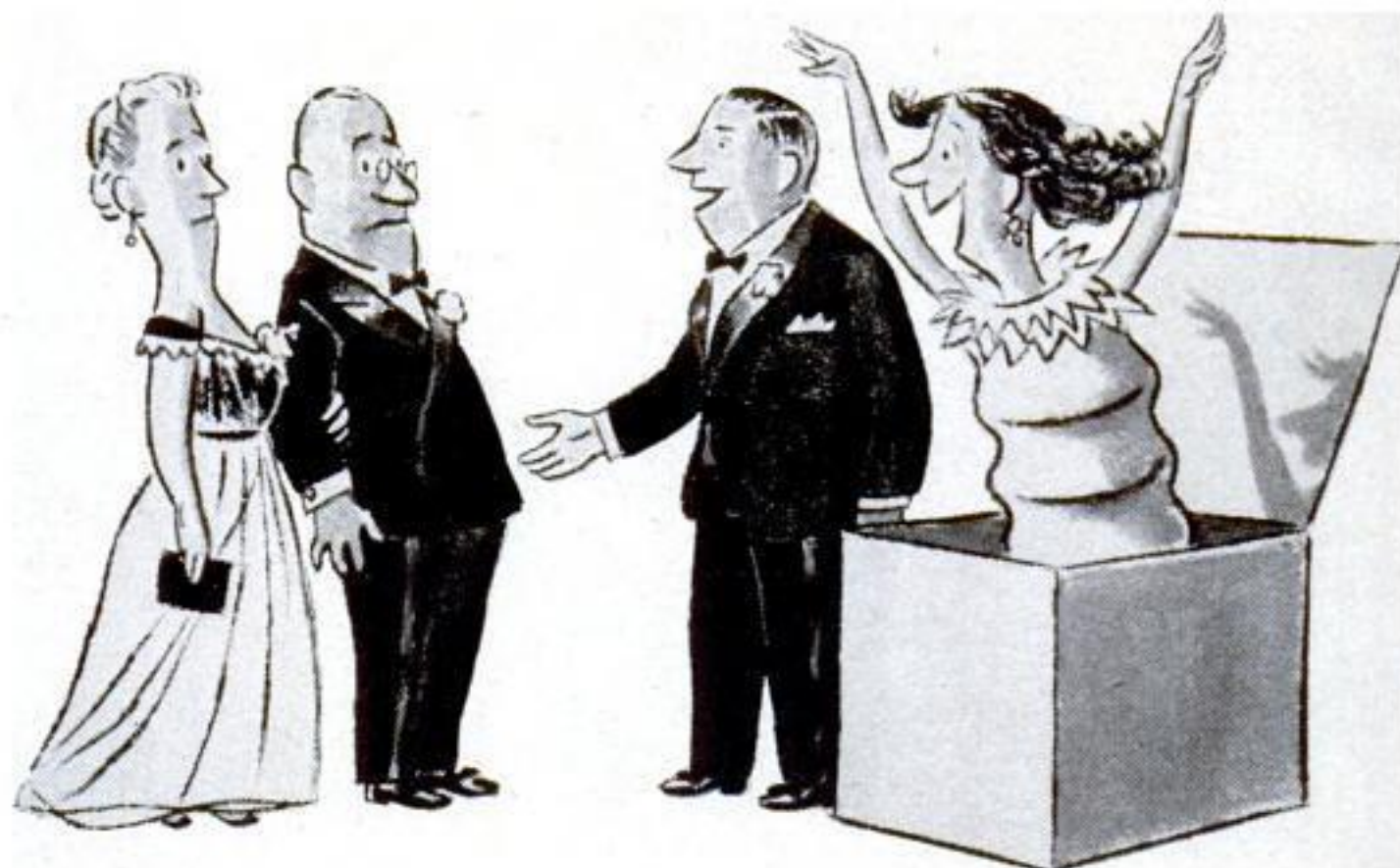


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*Use Jergens Lotion for two weeks. If not delighted with it, mail it back to The Andrew Jergens Company, Cincinnati 14, Ohio, and your full purchase price will be refunded. Keep the dispenser as your free gift.



Introduction of the wife sometimes comes as a surprise

THE WIFE PROBLEM CONTINUED

WIFE: "It's a very worthwhile bunch we have here. Edith Sampson down on Follansbee Road is sort of the intellectual type, but most of the gang are real people."

For the corporation wife, in short, being "sociable" is as important as stabilizing. Like the army wife, an analogy she detests, she must be a highly adaptable "mixer." In fact, she needs to be even more adaptable than the army wife, for the social conditions she meets are more varied. One year she may be a member of a company community, another year a branch manager's wife, expected to integrate with the local community—or, in some cases, to become a civic leader, and frequently, as the wife of the company representative, to provide a way station on the route of touring company brass.

"It makes me laugh"

As a rule, she is inextricably bound up in the corporation "family," often so much so that her entire behavior—including what and where she drinks—is subtly conditioned by the corporation. "It makes me laugh," says one wife in an eastern city dominated by one corporation. "If we were the kind to follow the Pattern, I'll tell you just what we would do. First, in a couple of years, we'd move out of Ferncrest Village (it's really pretty tacky there, you know). We wouldn't go straight to Eastmere Hills—that would look pushy at this stage of the game; we'd go to the hilly section off Scrubbs Mill Pike. About that time, we'd change from Christ Church to St. Edwards, and we'd start going to the Fortnightlys—it would be a different group entirely. Then, about 10 years later, we'd finally build in Eastmere Hills." It makes her laugh, she says, because that would be the signal to everybody that she had become a wife of the top-brass bracket. Which she probably will.

Few wives are as articulate as that on the social role, but intuitively they are generally superb at it; their antennae are sensitive, and they know the rules of the game by heart. Second nature to the seasoned wife, for example, are the following:

- Don't talk shop gossip with the Girls, particularly those who have husbands in the same department.
- Don't invite superiors in rank; let them make the first bid.
- Don't turn up at the office unless you absolutely have to.
- Don't get too chummy with the wives of associates your husband might soon pass on the way up.
- Don't be disagreeable to any company people you meet. You never know...
- Be attractive. There is a strong correlation between executive success and the wife's appearance. Particularly so in the case of the sales wife.
- Be a phone pal of your husband's secretary.
- Never—repeat, never—get tight at a company party (it may go down in a dossier).

One rule transcends all others: *Don't be too good*. Keeping up with the Joneses is still important. But where in pushier and more primitive times it implied going substantially ahead of the Joneses, today keeping up means just that: keeping up. One can move ahead, yes—but slightly, and the timing must be exquisite. Whatever the move, it must never be openly invidious.

Perhaps it is for this reason that, when it comes to buying an

CONTINUED ON PAGE 38

For Book-Lovers with Children and/or Grandchildren

AN EXSTORNY* ANNOUNCEMENT

*Pooh language for It doesn't happen every day

about Pooh...



...Kanga



...Tigger



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...Owl

and, of course ... Piglet



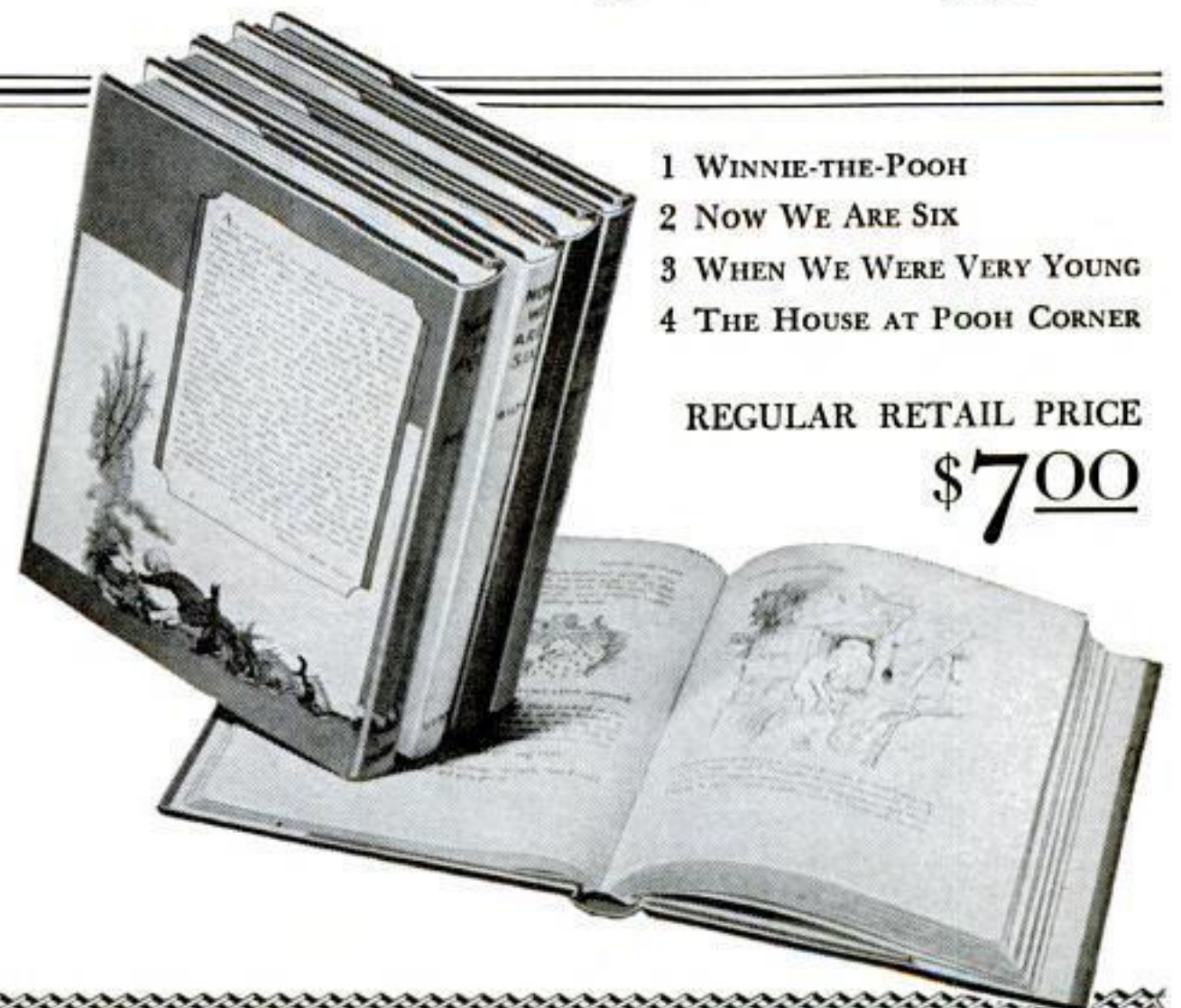
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IN PRAISE OF ORNERY WIVES

Looking over its survey on the corporation and the wife, **FORTUNE** confessed it found the results "a little frightening. Conformity, it would appear, is being elevated into something akin to a religion. . . . Perhaps Americans will arrive at an ant society, not through fiat of a dictator, but through unbridled desire to get along with one another. . . .

"This devotion to group values is by no means peculiar to the corporation way of life. . . . But how much more are we to adapt? In many modern American environments . . . real advances are going to bring the individual into conflict with the *status quo*. And unless Americans temper their worship of environment they may well evolve a society so well adjusted that no one would be able—or willing—to give it the sort of hotfoot it regularly needs.

"Several months ago a top official of one of the most group-integrating of corporations fell to musing over the death of a wise and valuable fellow executive. It made him think a bit, he told one of his associates, of the drift of the company's personnel policy. 'You know, he was a terrifically stimulating person,' he said. 'He was the last *character* I ever knew.'

"'I sometimes wonder,' he added, thoughtfully, 'whether we'll ever get any more.'

"It's not a trivial question."

THE WIFE PROBLEM CONTINUED

auto, the Buick is so much preferred: it envelops the whole executive spectrum and the jump from a Special to a Super, and from a Super to a Roadmaster, can be handled with tact. Not always, though. In one eastern steel town, where cars have always been the accepted symbol of rank, the chairman of the board has a Cadillac—certainly a high enough ceiling. The president, however, has taken to buying Buick Supers, with the result that people in the upper brackets are chafing because it would be unseemly to go higher. Except for the chairman, accordingly, only the local tradespeople drive Cadillacs and Roadmasters.

The good corporation wife, the rules continue, does not make friends uncomfortable by clothes too blatantly chic, by references to illustrious forebears or by excessive good breeding. And she avoids intellectual pretensions like the plague.

Are these rules of the game merely the old fact of conformity? In part, yes. But something new has been added. What was once a fact has now become a philosophy. Today's young couples not only concede their group-mindedness; they are outspokenly in favor of it. They blend with the group not because they fear to do otherwise but because they approve of it.

While few young wives are aware of the sacrifice involved, the role of the boss's wife is one that they very much covet. In talking about the qualities of the ideal wife—a subject they evidently had thought over long and often—they were at no loss. In one third of the cases the American woman's favorite cliché "gracious" came instantly to them, and in nearly all the others the descriptions spelled out the same thing. Theirs is a sort of First Lady ideal, a woman who takes things as they come with grace and poise, and a measure of *noblesse oblige*; in short, the perfect boss's wife. But how near do they come to the ideal?

What a wife faces

WHAT, for example, of the listening job that wives take such pride in? How well can they listen? Consensus of a cross section of U.S. executives: not very well. ("And for God's sake, don't quote me.") There are excuses aplenty. "If he has had a rough day," says one wife, "I don't want to hear about it. He'd only get mad and say things the children shouldn't hear." The husband, however, may be the one chiefly to blame. He asks for active, intelligent listening, yet seldom wants advice ("Women just don't understand").

And how well does she handle the special social problem? In advancing the husband in the office, the corporation is quite likely to advance him socially as well. There is no easy out for the couple

CONTINUED ON PAGE 38

Don't ever let **HEADACHE**

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does more
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it's faster,
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COMPARE	BROMO - SELTZER	ANY OTHER HEADACHE PRODUCT
1. RELIEVES HEADACHE PAIN FAST	YES	
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Bromo-Seltzer and only Bromo-Seltzer is ready instantly to fight headache *all three ways*. For best results, use cold water. Follow the label, avoid excessive use. Keep ahead of headache. Keep Bromo-Seltzer handy.



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GROOMING
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Each application of **KREML** gives you two distinct actions

1 PROVIDES PERFECT GROOMING—

The golden grooming agent controls the hair gently...lets you comb it exactly as you want it, and keeps it that way all day long.

2 CONDITIONS HAIR AND SCALP—

The crystal-clear conditioning agent gives the scalp that "waked-up", fresh, stimulated feeling; removes loose dandruff flakes; helps cleanse the scalp.

When shaken, BOTH these agents flow out as one in perfect balance. Each does its job as if separately applied.

That's the secret of the soft, natural, non-greasy attractiveness of Kreml-groomed hair. That's the exclusive non-drying Kreml Hair Tonic formula that brings you good looks. Be sure you use Kreml!

Buy... **KREML**

THE WIFE PROBLEM CONTINUED

in such cases, and for the wife the inward tug of war between the social *status quo* and the prospect of advancement can be extremely poignant. "I must have made some terrible mistakes," laments one wife now in mid-passage. "I love people and I've made many intimate friends in the company, but since Charlie got his new job it's just been hell on us. He has so much control over their lives, and it's all gotten so complicated."

The fact that the office can spell sanctuary for the husband does not go unresented. Perhaps this is why the Christmas office party provokes such surprisingly bitter, if concealed, feeling from many wives. It dramatizes the wife's exclusion. Here, on this appointed day, is the world she can never share, and for all her brave little chuckles at the standing jokes of the office gang, she comes face to face with the fact. That is, if she's allowed to attend.

Burning though this exclusion may be to the wives, it is a topic they dislike intensely to talk about or to think about. And for them, indeed, the waters may well be better left muddy: to peer too deeply is to uncover an underlying point even more provoking. Where, the awful question comes up, does the man find his major satisfactions?

A common feminine observation is that a man's major satisfactions come from the home. If he's happy there, he can be happy



"Moving up" means leaving old friends behind

his work, and vice versa. The belief is probably necessary. Is it correct as well?

Item: As management psychologists note, the average executive shows a remarkable ability to repress his home worries while on the job; rarely, however, can he shut out office worries at home.

Item: The reaction to this Hobson's-choice question: "If you had to make the choice, which would you take: an increasingly satisfying work life and a proportionately souring home life—or the opposite?" The answers would surprise wives. "This business of doing it all for the family," as one husband confesses, "it's just a rationalization. If I got a windfall today I'd still knock myself out."

"Man's love is of man's life a thing apart," Byron once observed. "Tis woman's whole existence." So, for all the group integration and communication skills she can muster, it will probably remain.

The schism between Home and Office has been even more accentuated recently. Thanks, in part, to the way the tax structure has accumulated, the corporation now provides the man with a higher standard of living in his work than in his home—and, it might be added, a higher one than his wife enjoys. From 9 to 5 he may be a minor satrap, guiding the destiny of thousands, waited on by secretaries and subordinates; back in his servantless home he washes the dishes. Nor is it merely the fact of his satrapy; the corporation virtually rigs it so that he can have more fun away from home.

The expense account has become a way of life. There is not only travel. There are also luncheon clubs, company retreats, special conventions, parties and perquisites, and, though the wife may be thrown an occasional convention as a crumb, the expense-account world rarely encompasses her. It is primarily a man's world—and if the man is at a low salary, he is likely to find the pattern of life at 7118 Crestmere Road dull in comparison.

"The company has spoiled Jim terribly," says one wife. "Even when he was only earning \$7,500 a year he used to be sent to Washington all the time. He'd go down in a Pullman drawing room and as J. R. Robinson of the General Company, take a two-room suite. Then he used to be asked by some of the company officers to a hunting and fishing lodge that the company kept in the north woods."

CONTINUED ON PAGE 43



"Here's a message from Milwaukee"

This thoughtful wife knows that the moment her husband tunes in on Schlitz the reception is good. For Schlitz has a very special *taste* that beer-lovers are changing to with ultra high frequency. Taste Schlitz, yourself. You'll soon know why—

Schlitz tastes so good to so many people,
it's first in sales in the U.S.A.

RADIO HEADLINER: "The Halls of Ivy", with the Ronald Colmans, Wednesdays, NBC.
TELEVISION HIT: "Schlitz Playhouse of Stars", Fridays, CBS-TV.



Do your
bathroom
BRIGHT
up
with
Cannon
bargains—



SEE THE "SPECIALS" in Cannon towel ensembles—waiting to be snapped up at stores! Not just ordinary "good buys," but beautiful ensembles like this—in heavenly "Blue Star," one of Cannon's lovely new colors.



CHANGE YOUR SCHEME every week with different Cannon ensembles—and see how it transforms your whole bathroom! Even a wardrobe of Cannons costs little, you know—because Cannon towels actually cost less.



DAZZLE YOUR EYES with Cannon's glowing new "Brilliants"—electric colors like "Lightning Pink" and "Sun Gold"! Practical? You bet! Every shade washes bright and gay as new!



COMPARE THE WEAR you get from Cannon towels—and it's easy to guess why women say, "Cannon's tops for wear," every time! That's a good tip to remember at this year's January Sales, when you're picking towels!



FILL YOUR SHELVES—and your towel bars—with bebies of big, husky Cannon towels. These January bargains mean you can do your bathroom up bright—at a price your budget will approve!



FEEL THEIR "BEAUTI-FLUFF" FINISH—that soft, long-looped luxurious touch tells you that Cannon towels are thirsty from the start! An exclusive Cannon finish—"Beauti-Fluff" spells e-x-t-r-a value, of course!



STOCK UP ON CANNON DISH TOWELS, TOO! Do your kitchen up bright, while you're bargain-hunting! Colorful Cannon dish towels wipe dry in a flash—they're softer, woven for super-absorbency!



DECIDE ON ANY DESIGN you like—you'll find there's a Cannon towel just for you! Tailored and plain, or textured and pretty—stripes, plaids, or what-you-please—you'll like Cannon's prices, too!



PLAY THE SCALE of Cannon's 18 magic colors—mix, match, or blend these bargain beauties! Wherever you shop in January, watch for the Cannon signs. Get the most for your money—get Cannon every time.

*at the
January
Sales!*

Towels • Sheets • Stockings • Blankets • Bedspreads



Cannon Mills, Inc., 70 Worth Street, New York City 13

Breakfast Bonus - Swift's Premium Bacon with that heavenly
sweet smoke taste!



SO MILD
YET SO ZESTY. IT'S
THE BEST-LIKED BACON
OF THEM ALL!

**Swift's
Premium
Bacon**

THE WIFE PROBLEM CONTINUED

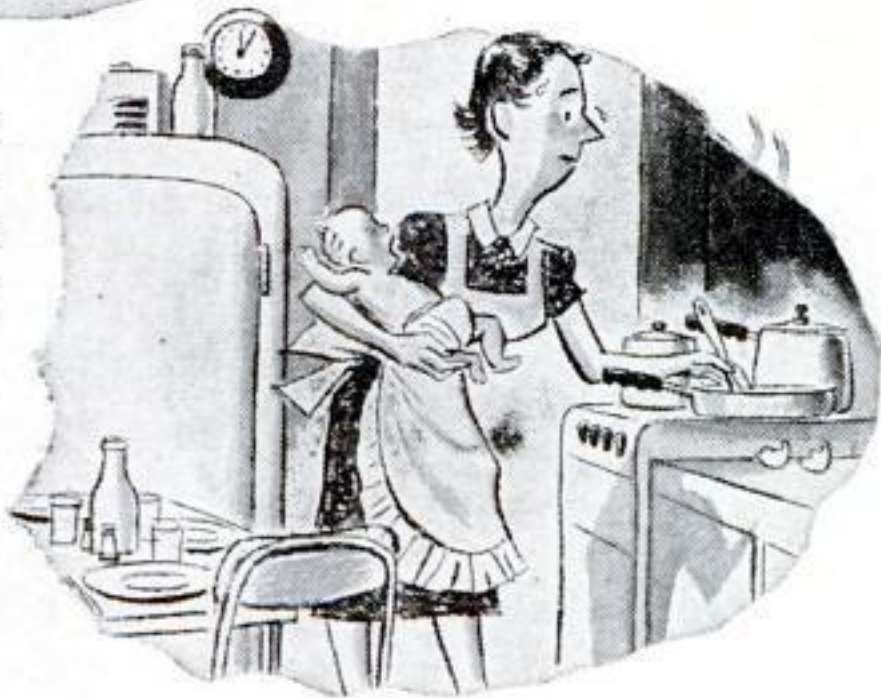
When he went to New York, he'd entertain at 21, the Barberry Room and the Chambord. Me, meanwhile, I'd be eating a 30¢ hamburger and, when we went away together on vacation, we would have to go in our beat-up old car or borrow my sister's husband's. This taste of high life gives some of these characters delusions of grandeur. Small wonder that they get to fidgeting after they have been home a couple of weeks."

"What the hell can you say?" says one executive. "Here I am eating high off the hog, meeting interesting people, while Jo is slaving back home. I get a big bang out of all this, but I also have a sort of guilty feeling, so I say to her, 'Gee, honey, I hate all this traveling, but I just have to do it.' " Of the wives FORTUNE interviewed, many mentioned, commiseratingly, how their husbands looked forward to coming home, how awful it was sleeping in hotel beds, rattling around on trains and eating bum food.

There are some things, however, that cannot be explained away. For more than sirloins and drawing rooms are at issue; over the long pull this disparity aggravates perhaps the most subtle problem of marriage: equality of growth. If marriage, as Sociologist



Traveling on the job, a man can live high on expense account. At home his salary does not provide similar luxuries



Everett Hughes puts it, is a "mutual mobility bet," for whom are the cards stacked?

Growth can mean many things. To the younger generation of executives it seems to mean an increasing ability to handle and mix with people. And the terms are the same for the wife. "The wife who is not very sociable," goes a highly typical male observation, "might not affect the husband directly, but she can hurt him just the same. A lot of business is done weekends. If she doesn't go for this, her lack of growth can hold the man back." "I have seen it happen so many times," says another executive sadly. "He marries the kid sweetheart, the girl next door or a girl from the jerk-water college he went to. They start off with a lot in common. Then he starts going up. Fifteen years later he is a different guy entirely. But she's stayed home, literally and figuratively." Even the old idea of a wife as a sort of culture carrier is virtually dead; she is still expected to read and things like that, but for functional reasons. "Sure I want her to read good books and magazines," as one executive puts it. "I don't want her to make a fool of herself in conversation."

Fundamentally, of course, the problem goes back to whom the executive chooses in the first place. Is the moral that he should marry a girl "superior" to him? Thanks to the commonly accepted saw that a woman can pull a man up, but not vice versa, there are many who think he should. ("My best executives," remarks one boss, "are the ones who 'outmarried' themselves.") But the pitfalls are many. Her qualities may drive the man to preoccupation with office prestige in order to prove himself to her; furthermore, unless she is excellent at hiding her superiority—or lets it rest fallow—she can hurt his chances in a close "family" community. The Bryn Mawr accent can be absolute death for a career in some Mid-western corporations.

What kind of background for the woman, then, is the optimum?

CONTINUED ON NEXT PAGE

leads a triple life



*cook and wash on
your refrigerator!*

SAVE SPACE! SAVE MONEY!

SHOWN ABOVE: General's 27½" Wide Kitchen, L-K Model R-520, Combines 4-cu. ft. refrigerator with large storage drawer, a 12" x 16" sink with a drainboard, and 3 gas burners, all in less than 5 square feet of space! Also available as 3-burner electric (220 V) or 2-burner electric (110 V).

AT LEFT: Complete Kitchen-With-Oven in 48", by combining General's L-K Model S-550 with any 20-inch apartment range! Refrigerator has 4-cu. ft. capacity, storage drawer, is topped by one-piece porcelain sink, drainboard, and back-splash.

cook on your refrigerator!

The General Chef combines 3 electric burners with 4-cubic-foot refrigerator and storage bin in only 4.1 square feet of floor space. Also available with four gas burners or two electric burners for 110 V plug-in use.

important: All models carry five year guarantee. Tecumseh units. Due to Owens-Corning Fiberglas insulation, range heats do not affect refrigerator temperatures.

free—Write for color brochure.

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4514 E. Dunham, Los Angeles 23, Calif.
CHICAGO OFFICE: 323 West Polk Street
NATIONWIDE SALES AND SERVICE



**No other way of shaving...
no other shaving cream
gives you closer,
cleaner, longer-
lasting shaves...
and is so good
for your skin!**



TRY IT!



**RELIEVE
THE
ITCH**
of
ATHLETE'S FOOT
this NEW, BETTER WAY!
... AND Kill
fungus germs, TOO!

BACTINE brings quick relief from painful foot itching. Tests prove it kills fungus germs causing over 90% of all Athlete's Foot. BACTINE soothes, cleanses, deodorizes and does not stain!



Bactine
AT ALL DRUG STORES 30c and 70c SIZES

THE NAME FOR GAME

Marlin

Fine Guns Since 1870

THE MARLIN FIREARMS COMPANY

also makers of sensational new magnetized

**MARLIN
RAZOR BLADES**



Whenever you write
to LIFE about
your subscription

Be sure
you've included
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zone number!

GARGLE
BAYER
ASPIRIN
TO EASE
SORE
THROAT
DUE TO A COLD!
FEEL BETTER FAST!

THE WIFE PROBLEM CONTINUED

A serious career can be dismissed easily; there is almost universal agreement among wives, husbands and corporations on this score. Work before marriage, however, is generally approved. "I feel the fact that I worked before marriage," says one wife, "is a help. I know what goes on in an office and can understand what Charles is up against."

College? Here is the *summum bonum*. There are some obvious reasons; because virtually all executives now go to college, the couple in such cases starts off with shared values. But corporation people mention a reverse factor almost as much. It is not so important for the wife, they say, to have gone to college, but it is very important not to have *not* gone to college. If she hasn't, corporation people warn, she is prey to an inferiority complex that makes it difficult for her to achieve real poise. Some corporations, accordingly, make it their business to find out whether or not the wife has a degree.

More and more corporations these days are interviewing the wife before hiring an executive, and some are not uninterested in fiancées. There are many holdouts ("This railroad picks its executives and lets its executives pick their wives and so far it's been okay"), but roughly half of the companies on which FORTUNE has data have made wife-screening a regular practice and many of the others seem about ready to do so. And the look-see is not academic. About 20% of its otherwise acceptable trainee applicants, one large company estimates, are turned down because of their wives.

Ordinarily the screening is accomplished via "informal" social visits. Many executives, for example, make it a point to call on the wife in her own home. Louis Ruthenburg, board chairman of Servel (which never hires an executive without a look at the wife), likes to recall how one college president used to insist on eating breakfast with a candidate's family; the wife who didn't fix her husband a good breakfast, he used to say, wasn't a good risk. To help them spot such key indicators many executives rely heavily on their own wives. "My wife is very, very keen on this," says one president. "She can spot things I might miss. And if the gal isn't up to par with her, it's no go."

How to screen a wife

BUT the initial screening is only the beginning of the corporation's interest. In one way or another the corporation manages to keep an eye on the wife, and more and more the surveillance is deliberately planned. At the Container Corp. of America, for example, it is the duty of all vice presidents to get acquainted with their subordinates' wives, and on their travels they are expected to meet the wives of executives in the field. Thus, when a man's name comes up for promotion the company has the answers to these questions: What is the health of the family? What is their attitude toward parenthood? How does the wife run her home? Does she dress with taste?

The effect of all this surveillance on the husband's career is substantial. In the home office of an insurance company, to cite one not untypical example, the president is now sidetracking one of his top men in favor of a less able one; the former's wife "has absolutely no sense of public relations." In another company a very promising executive's career is being similarly checked; his wife, the boss explains, is "negative in her attitude toward the company. She feels that business is her husband's life and no part of hers." Wives who have donated income of their own to raise the family living standard may also call down sanctions on the husband. Says one president, "When a man buys a home he can't afford on his salary alone, we either question his judgment or feel that the wife wears the pants." In either case his career is not likely to profit.

So with alcohol. The little woman who gets tipsy in front of the boss is not quite the joke her celebration in cartoon and anecdote would indicate; indeed, it is almost frightening to find out to what degree executive futures have been irretrievably influenced by that fourth Martini. And it need happen only once. Recently the president of a large utility felt it necessary to revise his former estimate of two executives. At the last company dinner their wives drank too many glasses of champagne. "They disported themselves," he says regretfully, "with utter lack of propriety."

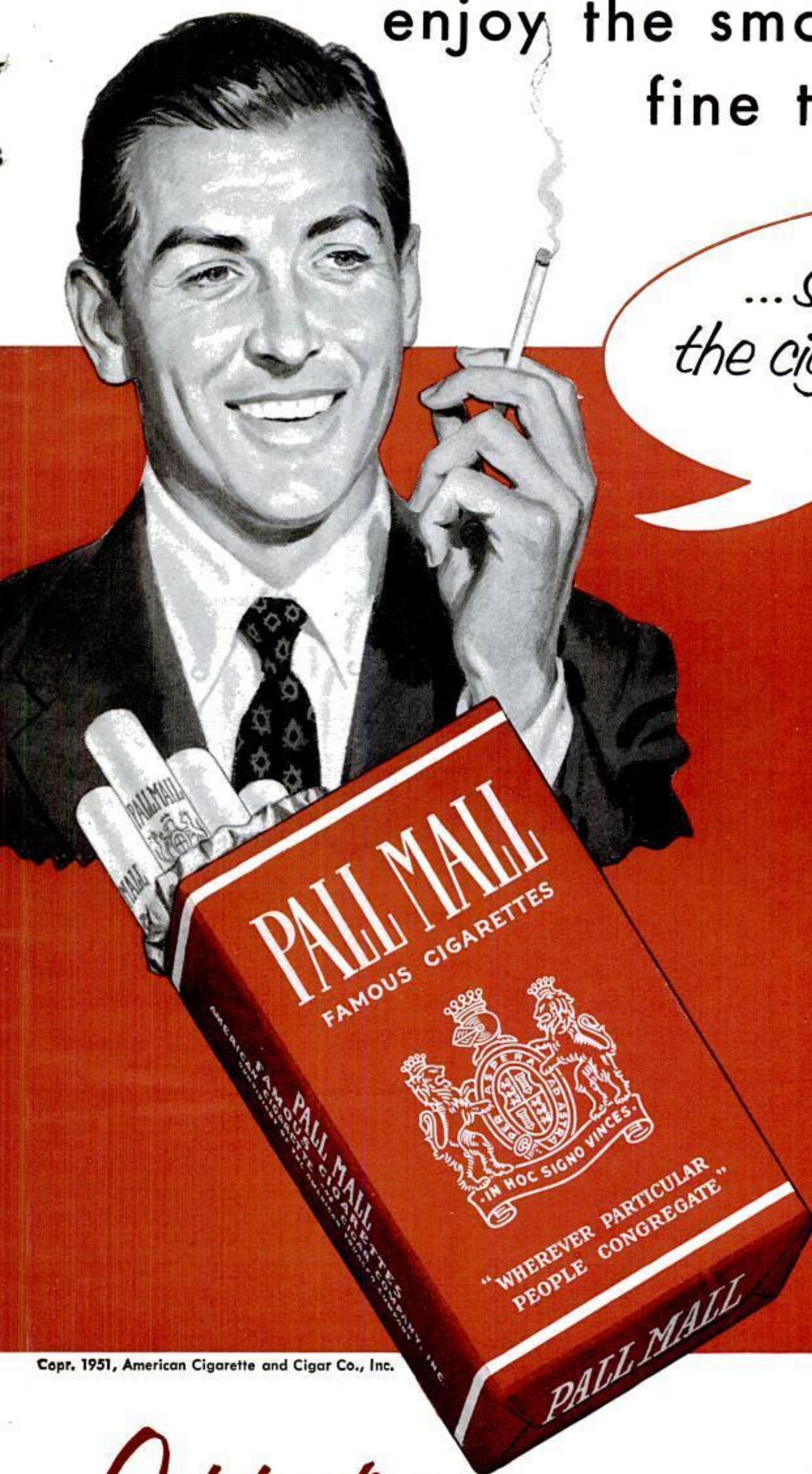
Interestingly, divorce rarely disqualifies a man. Because of the phenomenon of the outgrown wife, the regret of most companies is tempered by the thought that the executive's next and, presumably more mobile, wife will be better for all concerned; one company, as a matter of fact, has a policy of sending executives away on extended trips if they need separating from nagging or retrograde wives.

CONTINUED ON PAGE 46

Guard Against Throat-Scratch

enjoy the smooth smoking of
fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure

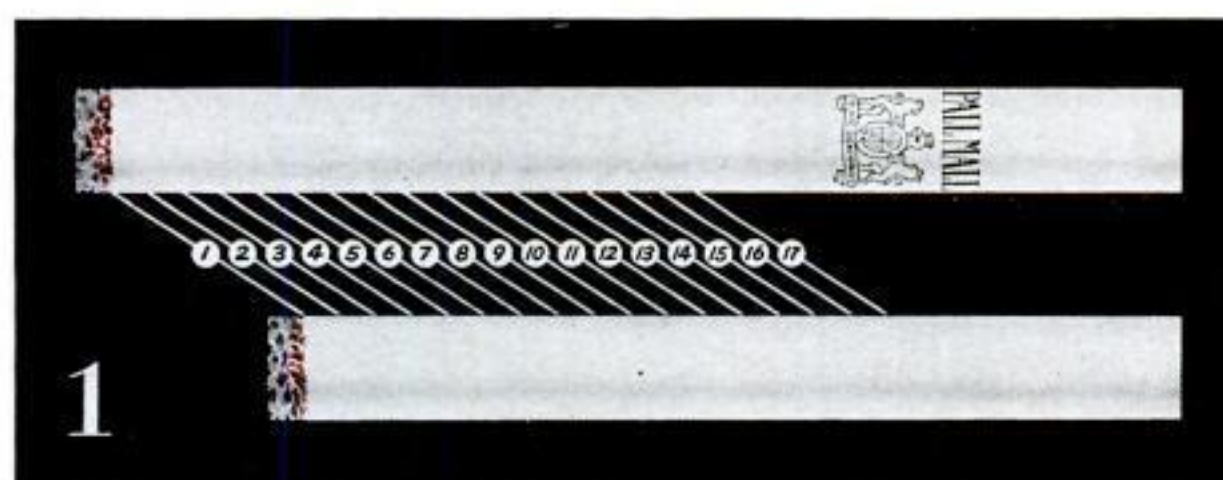


Copyright, 1951, American Cigarette and Cigar Co., Inc.

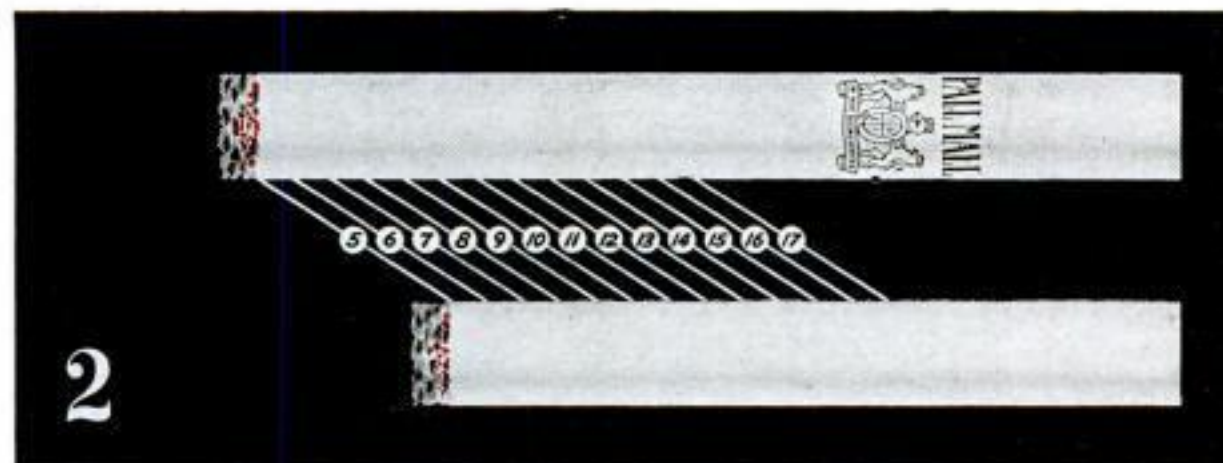
Outstanding and they are *mild!*

Study the PALL MALL Puff Chart:

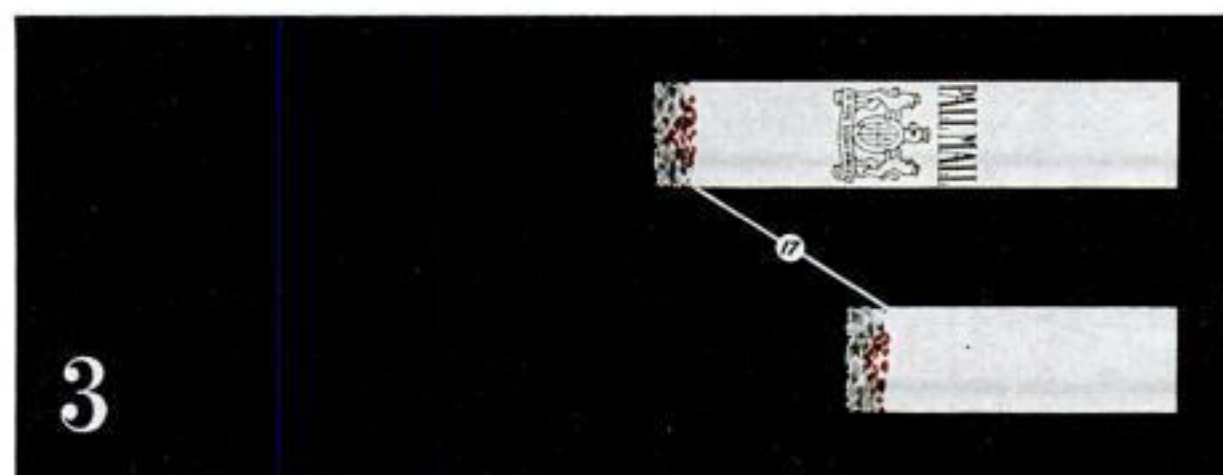
**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobaccos is filtered further.



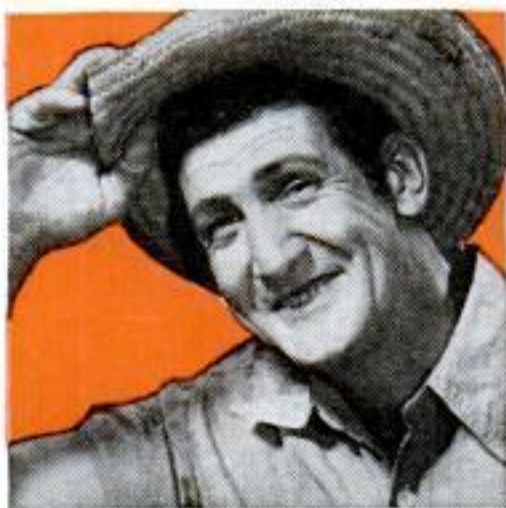
After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.



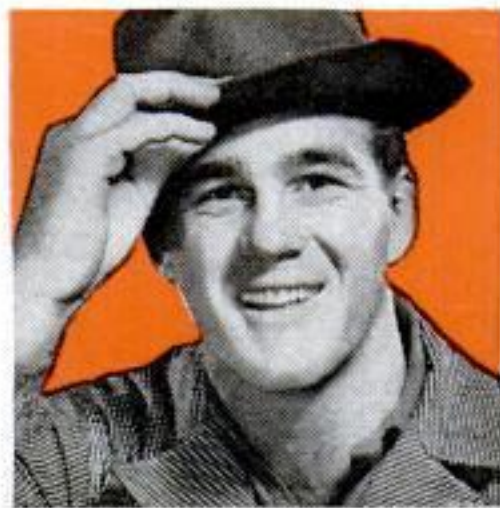
Wherever you go, notice how many people
have changed to PALL MALL
—the longer, finer cigarette
in the distinguished red package.



"After cleaning the car or working in the garden, I reach for Boraxo to get my hands clean—quick!"



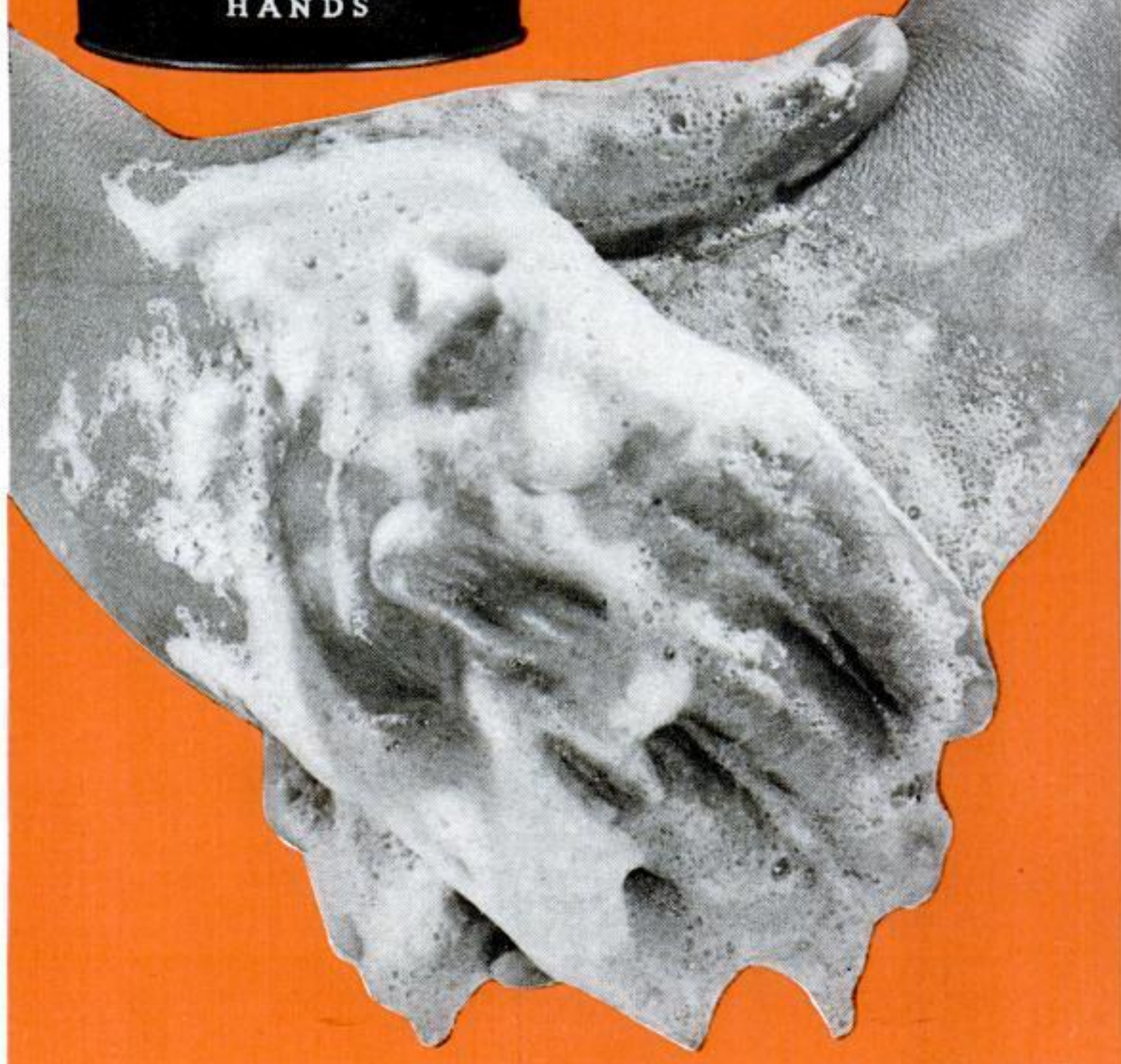
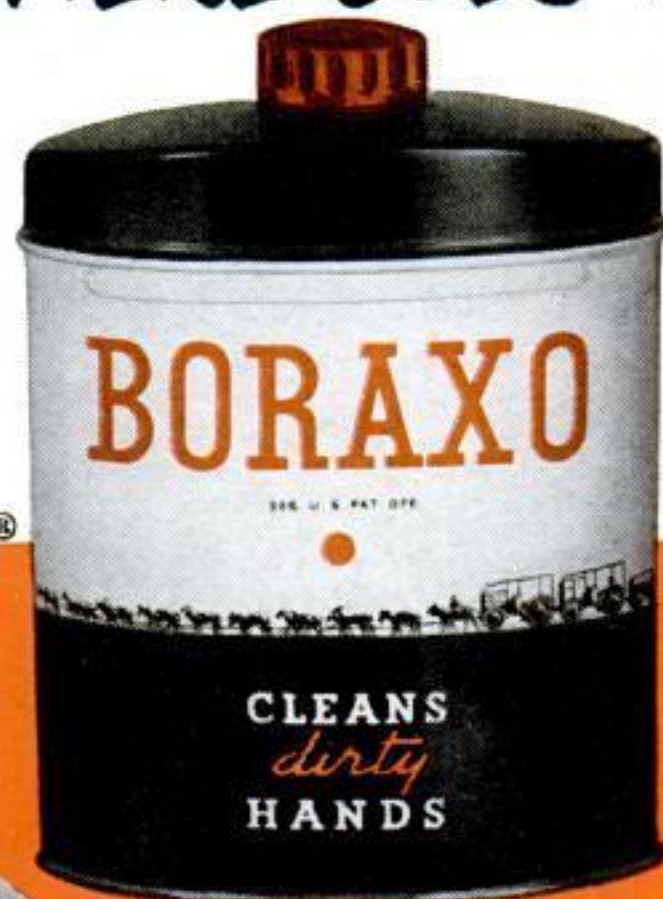
"I need more than just plain soap for my dirty hands. Boraxo's the answer—gets dirt off in seconds!"



"I don't rub and scrub to get off grease and deep-down dirt—Boraxo's quick, easy on the hands!"

THERE GOES THE **DIRT...**

fast!



BORAXO GETS OUT DIRT PLAIN SOAP CAN'T REACH!



Mother uses mild Boraxo for herself—and for youngsters' dirty hands and knees. No smeared soap dish, saves towels, too!



So easy to use... just wet your hands... pour on fast-working Boraxo... no hard rubbing necessary.



In seconds creamy Boraxo gets knuckles—even nails—really clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

One company has arranged for the team of consulting psychologists it retains to help out in delicate situations (currently they are making progress with an alcoholic wife). In most cases, however, the salvage task is up to the top man himself. "A lot of the 'company business' that presidents do," says one of them, "covers this sort of work. Take a situation I've got to wrestle with now. In one of our branch plants the wives of two vice presidents have started a feud. The men get along fine, but one of the wives is a real troublemaker. So I guess it's up to me to take a trip halfway across the continent—for other reasons, of course—and try and see what I can do about it."

Important as the wife-screening process may be, most executives realize that it is, at best, only a negative measure. For even with the most cooperative wives there can be much misunderstanding over such topics as travel and long hours. Therefore it is the company's duty, they argue, to *sell* the wife on the corporation's point of view. The result is an increasing use of such media as films, brochures and special mailings to drive home, in effect, the idea that the corporation isn't stealing her husband from her.

But something far more important is being brewed for the wife. It is not enough, in the view of many companies, that she merely be "sold" on the company; she should, they believe, now be integrated *into* it. "When a man comes to work for us," says William Given, chairman, American Brake Shoe Co., "we think of the company as employing the family, for it will be supporting the entire family, not merely the breadwinner." "The days of the strictly home wife," says a bank president, "are gone. She has become indispensable to our entire scheme of business." Among U.S. corporations, easily the most conspicuous and successful example of this kind of integration has been Thomas J. Watson's International Business Machines Corp. "Our wives," Watson explains, "are all part of the business. We started with just a few hundred people in 1914 and decided that no matter how large we grew we would carry it on in the family spirit. We always refer to our people as the 'I.B.M. Family' and we mean the wives and children as well as the men."

As a result the company can correctly claim that it makes available "complete social satisfactions."

For \$1 a year I.B.M. people enjoy a country club with swimming pool, bowling, 18-hole golf course, softball, tennis, picnics and parties of all kinds. Even the children are integrated. At the age of 3 they may be enrolled in a special children's club, and at 8 go on to become junior members of the big club.



Fourth drink is always noted

In keeping with the family spirit Mrs. Watson, a very gracious, modest woman, sets an example for other wives. "She's made my work play," her husband explains. "She has a great gift for human relations. I confer with her about personnel because she knows all the people. She has met them at luncheons where we hold a regular receiving line, and every year she goes to the 100-Percenter Club meetings." In addition to this Mrs. Watson travels with her husband

all over the world and keeps in touch with I.B.M. people; last year she traveled 38,046 miles and met 11,845 I.B.M. men and their wives.

Social integration, however, does not mean that the corporation necessarily *likes* the wife. A great many, as we have seen, do. But in some cases the corporation welcomes her largely as a means of defending itself against her. Amiable as it may be about it, the corporation is aware that the relationship is still triangular—or, to put it another way, if you can't beat 'em, join 'em. "Successes here," says one official, "are guys who eat and sleep the company. If a man's first interest is his wife and family, more power to him—but we don't want him." "We've got quite an equity in the man," another explains, "and it's only prudence to protect it by bringing the wife into the picture."

In fairness to the corporation wife, she must be recompensed somehow for the amount of time the company demands from her husband. Companies recognize the fact and are consequently more and more providing social facilities—from ladies' nights to special clubs—to hypo the sense of identification.

One corporation has gone considerably further. Via the wife of



Family receives promotion-transfer with mixed emotions

the heir apparent to the presidency, there has been set up, in effect, a finishing school so that the wives can be brought up to the same high standards. As soon as the husband reaches the \$8,000-to \$10,000 bracket the wife becomes eligible for the grooming. It is all done very subtly: the group leader drops helpful advice on which are the preferred shops, where to dine, what to wear when doing it and, somewhat like a good cruise director, has a way of introducing newcomers to congenial people. "Her supervision is so clever and indirect," says one wife, "that the other wives appreciate it probably."

When the corporation turns to the Sales Wife, its attention becomes even more intense. As an economic lever on the salesman, companies have learned, there is no stimulus quite so effective as the wife, if properly handled. Some sales executives make a habit of writing provocative letters to the wife, reminding her of the sales-contest prizes her husband could win for her and how he is doing at the moment (not so well as he should be).

As an extra employee, the wife's potential is so great that with some concerns the "husband and wife team" is not only desirable but mandatory. And the wife is not always merely the junior member. "Wives can do a lot on their own," explains the president of a large paper-box company. "A lot of important business connections have grown from friendships between our wives and wives of executives of other companies. One of our executives' wives recently was down at Miami for two weeks, and a friendship she struck up with a woman there resulted in a big order from an account we hadn't been able to crack in 15 years."

Insurance companies, among the first to exploit this "team" potential, bear down heavily on the theme through a constant stream of literature addressed to wives. Through magazine articles penned by veteran wives they are told of the psychological requirements ("Earl Made a Believer of Me," Mrs. Earl Benton explains to wives in a typical article).

The question of integration is by no means simple. What we have been talking about so far is the kind of integration deliberately planned by companies. But there is another kind. Quite beyond the immediate control of the corporation there are forces at work to draw the bonds between wife and corporation even tighter.

Paradoxically, perhaps the greatest of these is the very decentralization of industry. Thanks to this growing trend, it is now a commonplace that the road to advancement is through transfer to the different seats of the corporation empire.

With their talent for adaptability, the younger generation of wives is in most respects well prepared for this new way of life. Most accept it philosophically, and a good many actually prefer it to staying put in one place. "Any time the curtains get dirty," says one wife, "I'm ready to move. I enjoy meeting new people and seeing new places. And it's kind of a vacation sometimes."

There are, nevertheless, some very real tensions produced. And for no one more than the wife. It is she, who has only one life in contrast to her husband's two, who is called upon to do most of the adjusting. The move at once breaks up most of her community friendships, severs her local business relationships with the bank and the stores, takes her from the house and the garden on which she worked so long, and if the move takes her to a large city it probably drops her living standards also.

CONTINUED ON NEXT PAGE



Matilda D. Welsh Says: "A Carriage - Until He's Ready To Sit Up"



Don't force his soft, little infant's spine into torturous contortions. Give him the feeling of security and comfort he needs with a sturdy carriage - a Welsh designed carriage with scientific support, smooth-riding ease and luxurious padding.

The "Boodle Buggy"

A TRAVEL BED
BASSINET
and
A CARRIAGE
All in One!

Use It In The Car!



AT ALL LEADING STORES



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Magazine

WELSH COMPANY

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World's largest manufacturer of folding baby carriages

REAL medicine for REAL cough* RELIEF

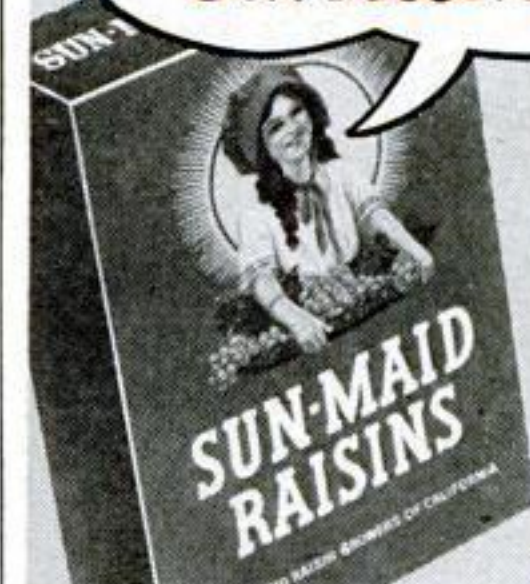
F & F Cough Lozenges cover your throat with real medicine, soothe sore areas, reduce irritation. You feel better—fast! Insist on really medicated F & F.

*For coughs due to colds



Try the delicious
NEW CHERRY FLAVOR!

SUN-MAIDS ARE PERFECT FOR LUNCH- BOX DESSERTS!



Rich
In Iron—
For Extra
Energy

Ask Your Grocer For The
SUN-MAID THRIFT-I-PAK
Six Handy Pocket Packs At
A New Low Price!



EAT, DRINK TOO MUCH?

Whenever you overindulge, here's how sparkling Eno can help you two ways:
At bedtime take Eno to help quickly neutralize excess stomach acid and ease that upset, full feeling. **Before breakfast** take Eno as a quick, gentle laxative.

1. PLEASANT as a glass of sparkling, bubbly soda water!

2. ANTACID—relieves sourness, gas and heartburn promptly.

3. LAXATIVE—relieves temporary sluggishness quickly. (Take before breakfast when needed.)

Used by millions. Effervescent Eno is also good for SICK HEADACHE, DULLNESS, CONSTIPATION and ACID INDIGESTION.

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TAKE GOOD-TASTING ENO

the best
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GIRDLE

\$3.99

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DOLLARS
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Good Housekeeping
IF NOT AS ADVERTISED THEREIN

featuring
UP AND DOWN
S-T-R-E-T-C-H
BACK

Here's all you've ever wanted in a girdle, and more . . . at a never before price. It slims you, trims you, gives your figure sleek new lines. The hi-waistline whittles your middle, eliminates bulge. Leno elastic sides pare your hips. The boned nylon front and satin lastex stretch back provide comfortable, firm control. Side zipper. 15" sizes 25-32, 17" 26-34. White or pink.

AT YOUR FAVORITE STORE

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THE WIFE PROBLEM CONTINUED

But it is the effect on the children that concerns wives most. While the children are very young, most wives agree, the effect is not harmful; they make and forget friends easily. As they reach junior-high age, however, a transfer can become a crisis. Recalls one wife: "Every time my daughter made a place for herself at school with the other kids, we'd move, and she'd spend the next year trying to break in at another school. Last year, when she was a senior in high school, she had a nervous breakdown. She was sure she was an outsider." The effect is not often this drastic but, while most children sweat out their adjustment without overt pain, the process is one parents find vicariously wrenching. One executive who recently changed to a nontransferring company has no trouble recalling the exact moment of his decision. One night at dinner his little boy turned to him. "Daddy," he said, "where do you really live?"

While constant transfer exposes the couple to many environments, it is, nevertheless, one of the most powerful of all the forces for integration. Because moving makes their other roots so shallow and transitory, the couple instinctively clings all the harder to the corporation.

What are the wife's basic unadjusted feelings about all this? The answer is clear: she likes the way of life. To picture her as a helpless sort of being pushed around by the corporation would be to attribute to her a sense of plight she does not feel; she must be considered not only an object of the integration but a force for it in her own right. She has become such an ally of the corporation, in fact, that on several matters it would almost appear that she and the corporation are ganging up on the husband.

Whatever else she may think of the corporation, on three main points she and her sisters agree:

The corporation means opportunity. The big company, wives explain, plays fair. "We went over all the pros and cons of bigness before Jim joined Du Pont," says one wife, "and we've never regretted joining. The bigness holds out a challenge for you."

The corporation means benefits. "Eastman Kodak has wonderful goodwill policies," a wife explains. "I used to have to attend to all the home details like insurance and bills. Now the company has someone who does those things for you—they even plan vacations for you."

The corporation means security. "Some companies may pay more at the start, but employment is not so secure. Here they never fire anybody, they just transfer you to another department."

Few wives go on to articulate their image of "the Company." But there is an image, nonetheless, that of a beneficent "system," at once impersonal and warm—in a nice kind of way, Big Brother.

There is, of course, another side to the picture. Many companies that have extensive wife programs do not attempt social integration, and some not only look on the wife—to borrow one executive's explanation—as none of their damn business, but take active steps to see that she *doesn't* get close to them. A sampling of executive views—oil company: "We are just as happy if we never see her at all." Tool company: "If wives get too close to management they always get too status-minded. That means trouble." Motor company: "Wives' activities are their own business. What do some of these companies want for their \$10,000? Slavery too?"



Man sometimes feels wife and company gang up

RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS

FAST

The way
thousands of
physicians
and dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

MISERABLE FEELING OF

STUFFY



Just a
WHIFF
does
it!



NOSE

... anywhere ... any time this handy Vicks Inhaler makes cold-stuffed nose feel clearer in seconds. By makers of Vicks VapoRub.

GOES!



Use as often as needed!

CALLOUSES

To speedily relieve painful callouses, burning or tenderness on bottom of feet, and remove callouses—get soft, soothing, cushioning Dr. Scholl's Zino-pads.

Dr. Scholl's Zino-pads



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MILK OF MAGNESIA

GENTLE
LAXATIVE
EFFECTIVE
ALKALIZER



New purse size

Kleenex^{*} Pocket Pack Tissues



Now a handy way to carry Kleenex in your pocket or purse. Keeps each tissue fresh and dainty!

You shall have fresh, smooth Kleenex wherever you go—now, with this convenient Pocket Pack! It gives you the same *extra-soft*, dependably *strong* Kleenex tissues (24 sheets—12 pulls) in a new *tiny package* that snuggles in your purse or pocket. Ends the bother of fumbling for loose tissues that come out crumpled and untidy.

A welcome addition to the Kleenex family of

200 and 300-sheet packages, the Pocket Pack measures only $4\frac{1}{2} \times 2\frac{1}{2}$ inches. Yet each Kleenex tissue is full size—ready to cope with dozens of emergencies from sniffles to makeup repair. So handy to use when you're traveling—shopping—in your office. Wherever you roam, you'll want Kleenex Pocket Pack tissues along! And you'll find them just perfect for youngsters who go to school.

ONLY 5¢ A PACK—55¢ CARTON OF 12 PACKS



*"Tailor made"
for a man's
pocket,
too!*

*T. M. REG. U. S. PAT. OFF.



Beehive in the Tropics

PANAMA'S TRADE WINDS COOL A WINDOWLESS AND DOORLESS HOTEL

When it opened last year, the 300-room hotel, El Panama, which is two miles from Panama City, was recognized as the most original tropical hotel in the Western Hemisphere. Hotel planners admire its unorthodox beehive structure and novel features—no doors, no windows and no lobby—and have incorporated some of them into their buildings. Tourists sampling its cross-ventilation have found it preferable to air-conditioning. The Republic of Panama has adopted the hotel as a proud landmark and lavish social center. And, on the practical side, El Panama has made money, the least likely and best thing that a new hotel can do.

Built high on a hill with 15 acres around it, El Panama turns its honeycombed balconies south toward the Bay of Panama and the Pacific entrance to the Canal behind which blue

hills rise with a tropical flourish. Panama is hot (mean temperature: 80°) so New York Architect Edward D. Stone raised the hotel 11 stories into the air to catch the trade winds. Most of the hotel is only one room deep so that the cool breezes whistle through night and day. The bedrooms, which open wide to a flower-laden balcony (*opposite*) and to a deck (*above*), have no doors. Louvered screens give enough privacy. Air-conditioning is necessary only in the public rooms and central structure which is two rooms deep. (Room rates start at \$8 a day single, \$12 for double; suites cost from \$18 to \$26.) The ground floor of El Panama is a single large public space without partitions and without a formal lobby. One part is a restaurant, one a bar, one a lounge. On busy days the bar and the restaurant simply spread out and can engulf the lounge,



HOTEL CORRIDOR IS WIDE-OPEN DECK WITH OVERHANG TO PROTECT GUESTS FROM SUN AND RAIN

← FULL-SIZED BALCONIES open off large bedrooms, give guests indoor-outdoor living quarters.

CONTINUED ON NEXT PAGE

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AT SUNSET as lights go on, El Panama, high on its hilltop, may be seen for miles around. This view of north facade shows the one-room-deep wings, and the



two-room-deep center structure. Main entrance is on this side. At the right is an ancient banyan tree. The hotel is anchored by steel piles to resist earthquakes.

CONTINUED ON NEXT PAGE



OPEN ROOM has louvered panels closed at left, open right. First space inside is dressing room with closets. The living room beyond contains sofa beds. Guests are on the terrace.



GARDENS were designed by Landscape Architect Thomas Church. This is the circular dance floor (on a following page) seen from the seventh floor deck.



LOUNGE is bright, air-conditioned space with a long glass wall, no formal partitions between the bar and the restaurant (rear, right). When crowded, dining goes on in lounge too.



SMALL PATIO on southern side of hotel adjoins the lounge (*left*) and shades its glass wall from afternoon sun. It offers a place to have breakfast and lunch

and to play bridge. A circular hole in concrete deck which tops this brick-paved area lets the sun and rain get at the palms and elephant ears but not at guests.

CONTINUED ON NEXT PAGE



BUFFET DANSANT draws crowds on Sunday evenings. For \$3 hotel guests and Panamanians get lavish smörgåsbord, dance under stars to Miami orchestra.

TERRACE ROOF is cool romantic spot after the heat of the day. The bay is → at far left, and across the tropical valley is a lighted panorama of Panama City.



MISS JANE WYMAN, GUEST STAR IN WARNER BROS. "STARLIFT"



JANE WYMAN, beautiful Lustre-Creme Girl, one of the "Top-Twelve," selected by "Modern Screen" and a jury of famed hair stylists as having the world's loveliest hair. Jane Wyman uses Lustre-Creme Shampoo to care for her glamorous hair.

The Most Beautiful Hair in the World is kept at its loveliest ... with Lustre-Creme Shampoo

When Jane Wyman says . . . "I use Lustre-Creme Shampoo" . . . you're listening to a girl whose beautiful hair plays a vital part in a fabulous glamour-career.

Jane Wyman, lovely Lustre-Creme girl, is one of the twelve women selected by "Modern Screen" and a committee of famous hairdressers as having the most beautiful hair in the world.

You, too, will notice a glorious difference in your hair from the magic of Lustre-Creme Shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled

by soap abuse . . . dusty with dandruff . . . now is fragrantly clean. Rebel hair . . . is tamed to respond to the lightest brush touch. Hair robbed of natural sheen now glows with renewed sun-bright highlights. All this, even in the hardest water, with no need for a special after-rinse.

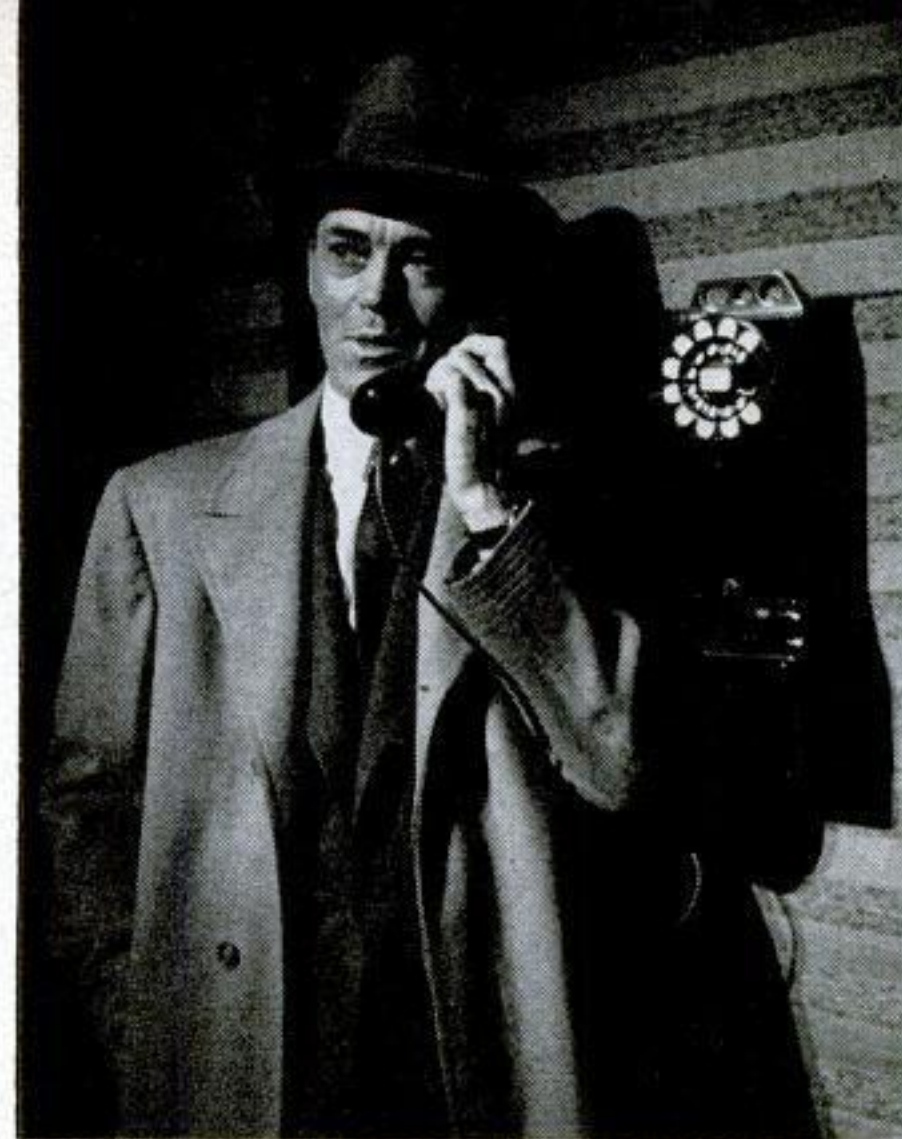
No other cream shampoo in all the world is as popular as Lustre-Creme. Is the best too good for your hair? For hair that behaves like the angels, and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the most beautiful hair in the world"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.

FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR

An Unheroic Hero Seeks Self-Respect in 'Point of No Return'



CHARLES GRAY CONFESSES TO FRIEND THAT HE HOPES TO BE VICE PRESIDENT. BEHIND HIM SITS HIS RIVAL; RIGHT, HIS BOSS

To Charles Gray the most distasteful of all occupations was apple-polishing. Yet, spurred on by the American ideal of getting ahead and by a strong desire to compensate for some of his youthful humiliations, he wanted desperately to be promoted to the vice presidency of a distinguished New York bank. And to get the job he felt obliged to shine up to his boss. Around this slim, familiar theme John Marquand wrote his satiric novel, *Point of No Return*. Now Marquand's book has been successfully made into a play by Paul Osborn, becoming the fourth current Broadway hit produced by Leland Hayward, who also is a sponsor of *South Pacific*, *Call Me Madam*, *Remains to be Seen*.

Point of No Return represents a triumph of stagecraft and fine acting over a subject that is

basically untheatrical. Henry Fonda, appearing in his first role since *Mister Roberts*, is enormously likable as the unheroic hero—prototype of the able and fairly well-to-do American businessman who worries chiefly over his family and job. And a little-known actress, Leora Dana, contributes a gem of tenderly humorous acting as Fonda's loyal and spunky wife. Broadway, in fact, has never offered a better argument for modern marriage than their love scenes together, even when she is egging him on over the telephone to ingratiate himself with his boss.

Whether or not Charles Gray succeeds in winning over his boss is a secondary issue. It is his long search for self-respect that gives importance and breadth to *Point of No Return*.





AN ANTHROPOLOGIST DISSECTS NEW ENGLAND

MR. GRAY GOES HOME

Whenever he thought about his home town, a tight little New England village called Clyde, Charles Gray felt deeply uneasy. One day at his New York bank he was asked to revisit Clyde on a business trip. Making this pilgrimage into the past, Charles begins to relive crucial episodes of his early manhood. In a series of flashback scenes he sees again his charming, easygoing father and, more important, the rich girl who would not marry him. Also into the memories comes a comically caustic anthropologist, memorably played by Robert Ross, who is conducting a sociological survey of Clyde which classifies Charles as a "lower-upper" class boy aspiring to wed an "upper-upper" girl. It is Clyde revisited that helps Charles exorcise the disturbing ghosts of his past.



HIS FATHER (John Cromwell) imbued Charles with a New England sense of pride and independence, told him he must never crawl to reach high places.



HIS SWEETHEART refused Charles's marriage proposal because her snobbish father, to whom she was emotionally tied, said Charles was socially inferior.

CONTINUED ON PAGE 62

Relieve the **PRESSURE** of Rheumatic Pain!

• No need to suffer when rheumatic pain strikes. There's a way to relieve that tense, pressing agony—quickly, easily and effectively!

Doctors generally will tell you that rheumatic pain may be largely caused by pressure. Sensitive nerves are irritated. Local areas become sore and swollen. That torture you feel is simply Nature's call for help.



REPLACEMENT OR REFUND OF MONEY
Guaranteed by
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For blessed relief—in a hurry—rub Absorbine Jr. on the sore, swollen areas. This famous pain-chasing liniment actually helps to counter pressure which may be causing your misery. At the same time, it warms and soothes those sore spots. You'll be amazed at how fast it works.

Thousands rely on Absorbine Jr. for the quick, comforting relief it brings from rheumatic and neuralgic pain, from sore, aching muscles. Only \$1.25 a long-lasting bottle at all drug counters. Get Absorbine Jr. today.

W. F. Young, Inc., Springfield, Mass.

ABSORBINE JR.

ANY RY-KRISP AROUND?

FAMOUS RY-KRISP REDUCING PLAN ON EVERY PACKAGE

AT YOUR GROCER'S

Amazing New Creme Shampoo

RE-COLORS HAIR IN 17 MINUTES

Now change streaked, gray, graying or drab hair to a new lustrous youthful-looking color, try Tintz Creme Shampoo-Tint today. It's a new hair coloring that re-colors hair at home as it shampoos. Takes only 17 minutes. No waiting for results. It's easy to use—Just shampoo. Won't wash or rub out. Get your choice of color today: Lt. Ash Blond, Golden Blond, Blond, Lt. Warm Brown, Lt. Auburn, Auburn, Med. Warm Brown, Dk. Warm Brown, Dk. Brown, Lt. Brown, Med. Brown, Black, Jet Black.

SEND NO MONEY Deposit with postman on delivery \$1.50 plus tax and postage on MONEY BACK Guarantee of satisfaction. (Enclose \$1.80 incl. tax Tintz pays postage.) Mail order today to **TINTZ CO., Dept. 197-A 230 N. Michigan, Chicago 1, Ill.**

COLD got you?

MAKE A FRIEND OF

Tabcin

When you take cold—take TABCIN quick! TABCIN is the modern cold formula of time-tested ingredients to relieve the headache, the feverish feeling and aches and pains of a cold. TABCIN also contains antihistamine to check sneezes and sniffles. TABCIN offers more complete cold relief than the antihistamine alone.

Miles Laboratories, Inc., Elkhart, Ind.

45c and 75c

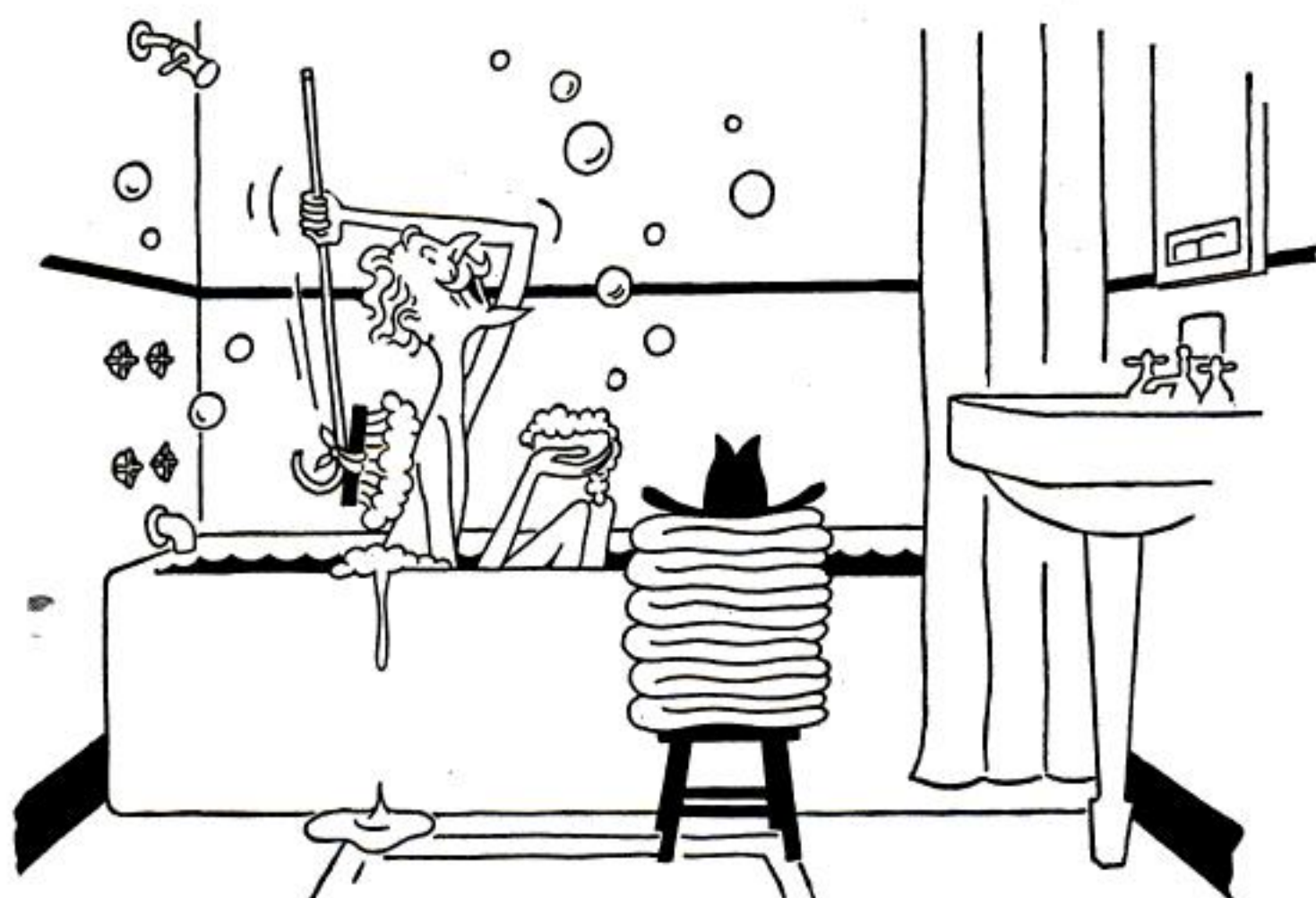
ALL DRUG STORES in the **BRIGHT RED** package



1. When Colonel Ken, Kentucky-bred, comes north from his plantation, He always wires ahead to get a Statler reservation. "Ah travel quite a piece," he drawls, "and always feel it's best To stay at Statler where Ah know Ah sholy am a guest."



2. "A Southern Colonel always feels he knows a thoroughbred, And Ah know one that beats 'em all—mah good old Statler bed. It's soft as blue grass in a field, and after all, why not? Eight hundred thirty-seven springs are what each bed has got."



3. "When city doin's get me down, Ah love mah Statler tub. Hot water melts mah cares away as Ah begin to scrub. With lots of soap right by mah side, Ah really feel supreme, And piles of snowy Statler towels fulfill my fondest dream."



4. "And in the Statler dining room the chicken, southern-fried, Is so blame good it almost wounds mah famous Southern pride. And all the other food is grand—the portions, Ah declare, Are just about as generous as Ah've found them anywhere."



5. "Last, but not least, Ah've always found the Statler's close as pie To shows and shops and business, too. Why, everything's near by. To sum it up, Ah'm proud to say Ah've found this is the case— For tops in hospitality, the Statler's just the place."



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON

★
ANOTHER GREAT NEW STATLER • LOS ANGELES
(READY FOR OCCUPANCY JUNE 1952)




BREAKFAST AT THE GRAYS' has Charles trying to read the morning news while his son Billy is coaxing him to buy a sailboat and his wife holds a coat for their daughter who is dashing for the school car. It is this happy, hectic home

life that Charles is trying to preserve by bucking for a vice presidency at the bank, though as a symbol of independence he keeps his father's painting of a clipper ship on the wall. His anthropologist friend terms the picture a family fetish.



DINNER AT THE GRAYS' a few days later begins with cocktails for the bank president (Frank Conroy) and his wife, whom Charles has invited to dine. Hating himself for going even this far toward buttering up the boss, Charles refuses to

laugh at his anecdotes—and his wife gives him dirty looks. While the vice presidency seems to hang in the balance, Charles resolves his doubts about his integrity and accepts, not too unwillingly, his place on the treadmill of conventional success.



**"Aren't you glad
you switched?"**

**TAKE
TEA
AND SEE**

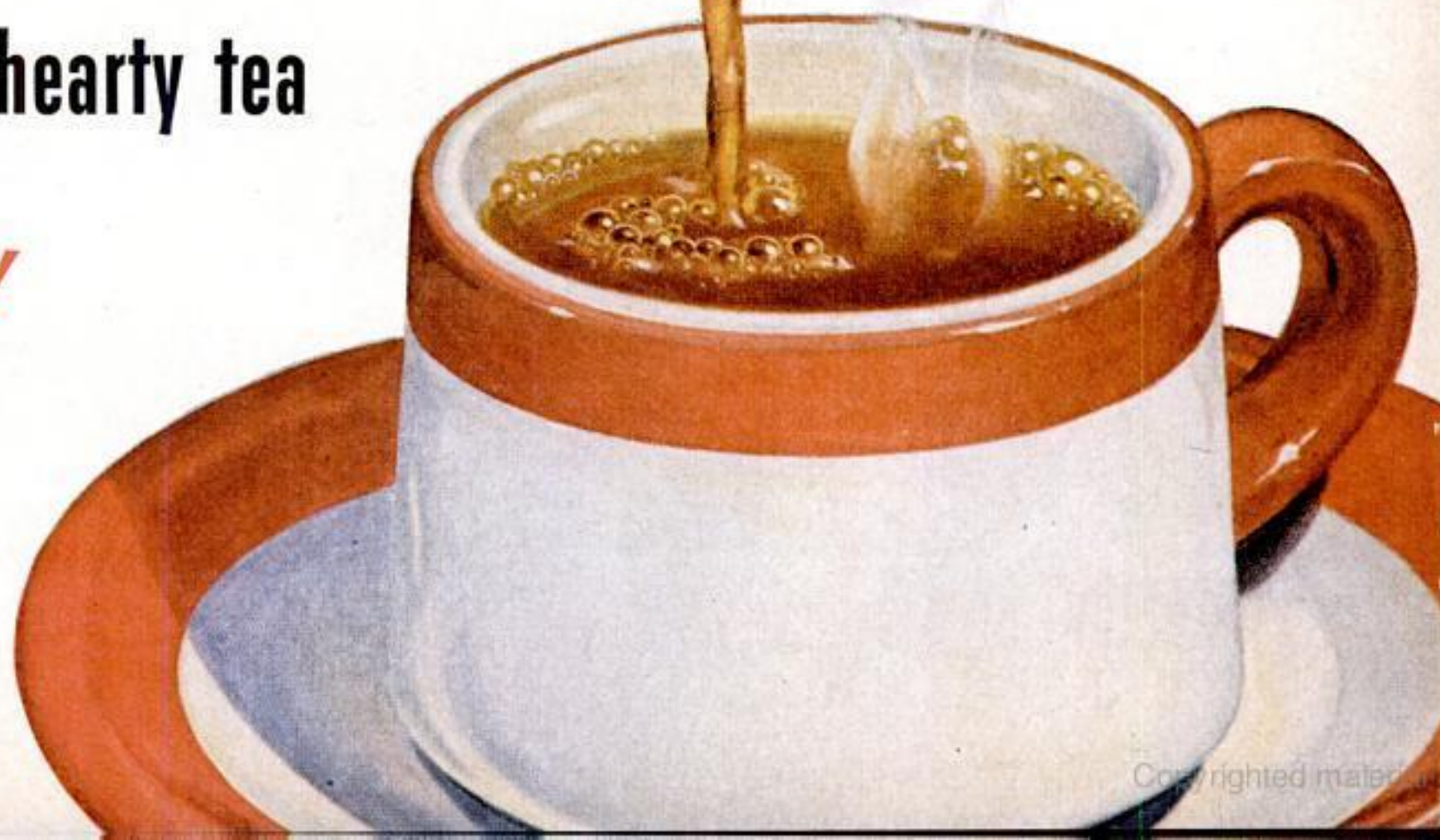
SEE what a glow you get from hot and hearty tea

*See if tea for dinner doesn't help you
feel better-sleep better, too!*

MOST MEN LIKE IT ON THE "HEFTY" SIDE

If you haven't tried tea this way, you just haven't had *tea*. Use your teapot, and 1 tea bag or 1 teaspoon for each cup (and one for the pot). Pour bubbly boiling water over tea. Let stand 3 to 5 minutes. Simple, isn't it? And so economical! Many people like it best with milk.

tea council



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Abdullah Bulbul Amir defends his sheet

The sons of the Prophet are brave men and bold
and quite unaccustomed to fear.
They can jockey a stallion, ambush a battalion,
or blow the froth off a beer.
But needing a man to encourage the van,
or harass the enemy's rear,
Or to storm a redoubt, they always sent out
for Abdullah Bulbul Amir.

There are heroes of fame, with a sword or
a dame, in the ranks that are led by the Czar.
But a man you'd applaud, at home or abroad,
was Ivan Skavinsky Skivar.
He could instigate brawls, lead charges or balls,
and play on the Spanish guitar.
In fact, quite the cream of the Muscovite team
was Ivan Skavinsky Skivar.

One day this bold Russian had donned his best
fustian and bared his most truculent sneer;

Downtown, for a treat, he tramped on the sheet
of Abdullah Bulbul Amir.
"Young man," quoth Abdul, "has your life grown
so dull that you're anxious to end your career?
Your infidel feet have just sullied the sheet
of Abdullah Bulbul Amir."

Said the Russian, "My friend, your remarks in the end
will avail but little, I fear.
You ne'er will survive to repeat them alive,
Mr. Abdullah Bulbul Amir."
But the Bulbul said, "Alerte! you'll get your dessert!
You've guzzled your last caviar,
By that, I imply, that you are going to die,
Count Ivan Skavinsky Skivar."

They fought all that night 'neath the pale northern light;
the din it was heard from afar.
Huge multitudes came, so great was the fame
of Abdul and Ivan Skivar.
As Abdul's long knife was extracting the life —
in fact, he was shouting "Huzza!" —

Forgetting to duck, he felt himself struck
by Ivan Skavinsky Skivar.

The Sultan drove by in his red-crested fly,
expecting the victor to cheer;
But, arriving in state, he saw the sad fate
of Abdullah Bulbul Amir.
Czar Petrovitch, too, in the midst of the hue,
rode up in his bluest britzka;
But he only drew nigh to hear the last sigh
of Ivan Skavinsky Skivar.

There's a grave where the wave of the blue Danube
rolls, and on it engraven so clear
Is, "Tempus is fleeting, don't step on the
sheeting of Abdullah Bulbul Amir."
A Muscovite maiden, her lone vigil keeps,
where the Volga and Vodka go far;
The name she repeats when a ghost tugs
her sheets is "Ivan Skavinsky Skivar."

©1951, The Springs Cotton Mills



SPRINGMAID® sheets were a standard item of barter in North Africa during World War II. Our invaders could swap a SPRINGMAID sheet or mattress cover for a Bulbul with any Amir who was fresh out of dinner clothes. SPRINGMAID Percale for formal wear, SPRINGMAID SUMTER® for long wear. SPRINGMAID Fitted Sheets are now standard in undercover markets of the Middle East.

ELLIOTT WHITE SPRINGS' new book "CLOTHES MAKE THE MAN" is available at newsstands for 35¢ or write us.

He has designed a new sport shirt inspired by Abdullah's Paisley Print Sweat Shirt. Specify long or short sleeves. Sizes: small, medium, medium-large, and large. Send \$3.95 to Dept. L-16.

New 1952 SPRINGMAID calendar—featuring fifteen titillating SPRINGMAID ads, at newsstands or send 25¢ to the address below.

The Springs Cotton Mills, Lancaster, South Carolina.

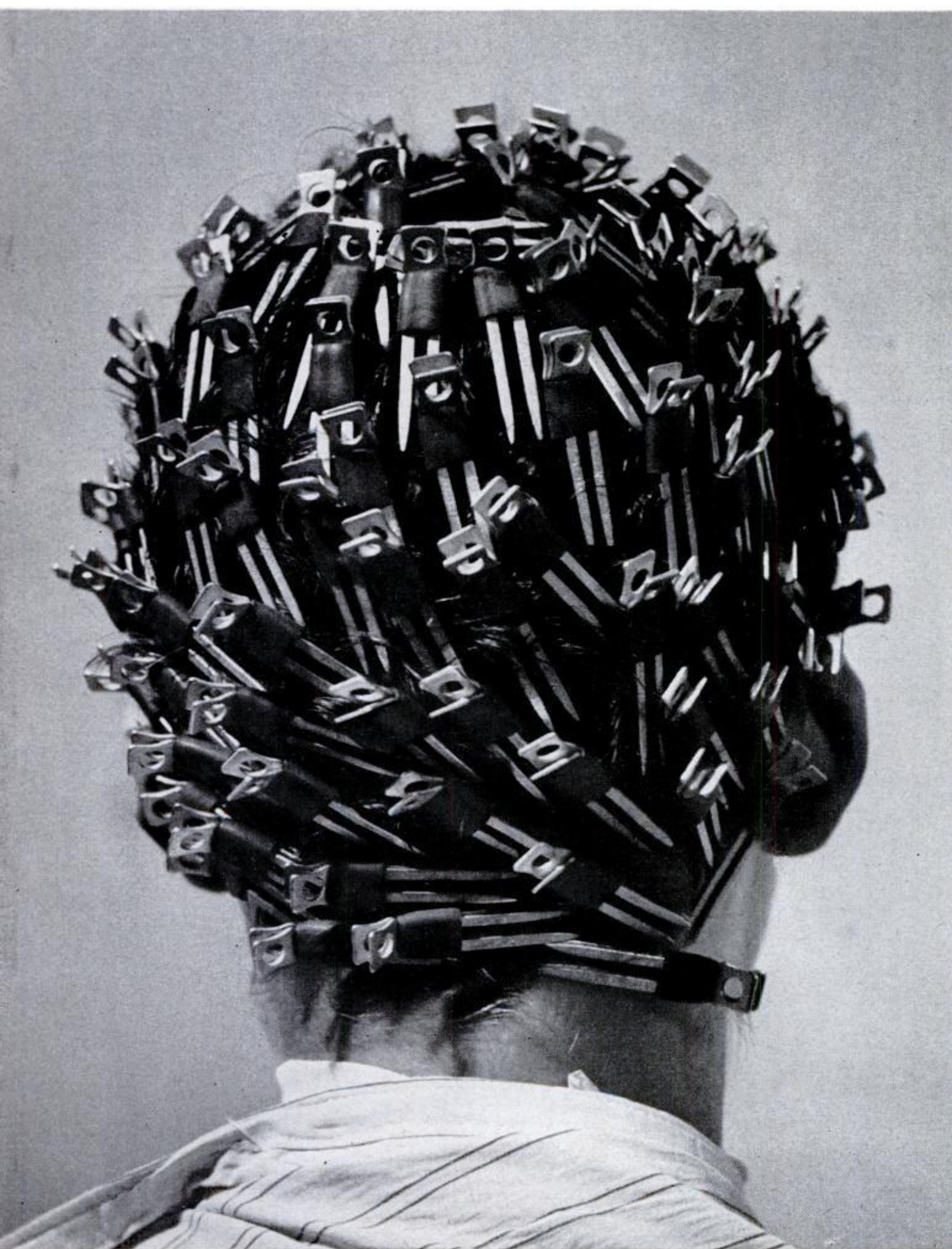




MARY DAMON IN PRE-POODLE HORSETAIL

Mary Damon's Dilemma

WOMEN CHOOSE THE POODLE OR HORSETAIL
IN LATEST DEBATE ON LONG vs. SHORT HAIR



GETTING POODLED, Mary's hair, clamped in 113 separate curlers, is one inch at sides and back,

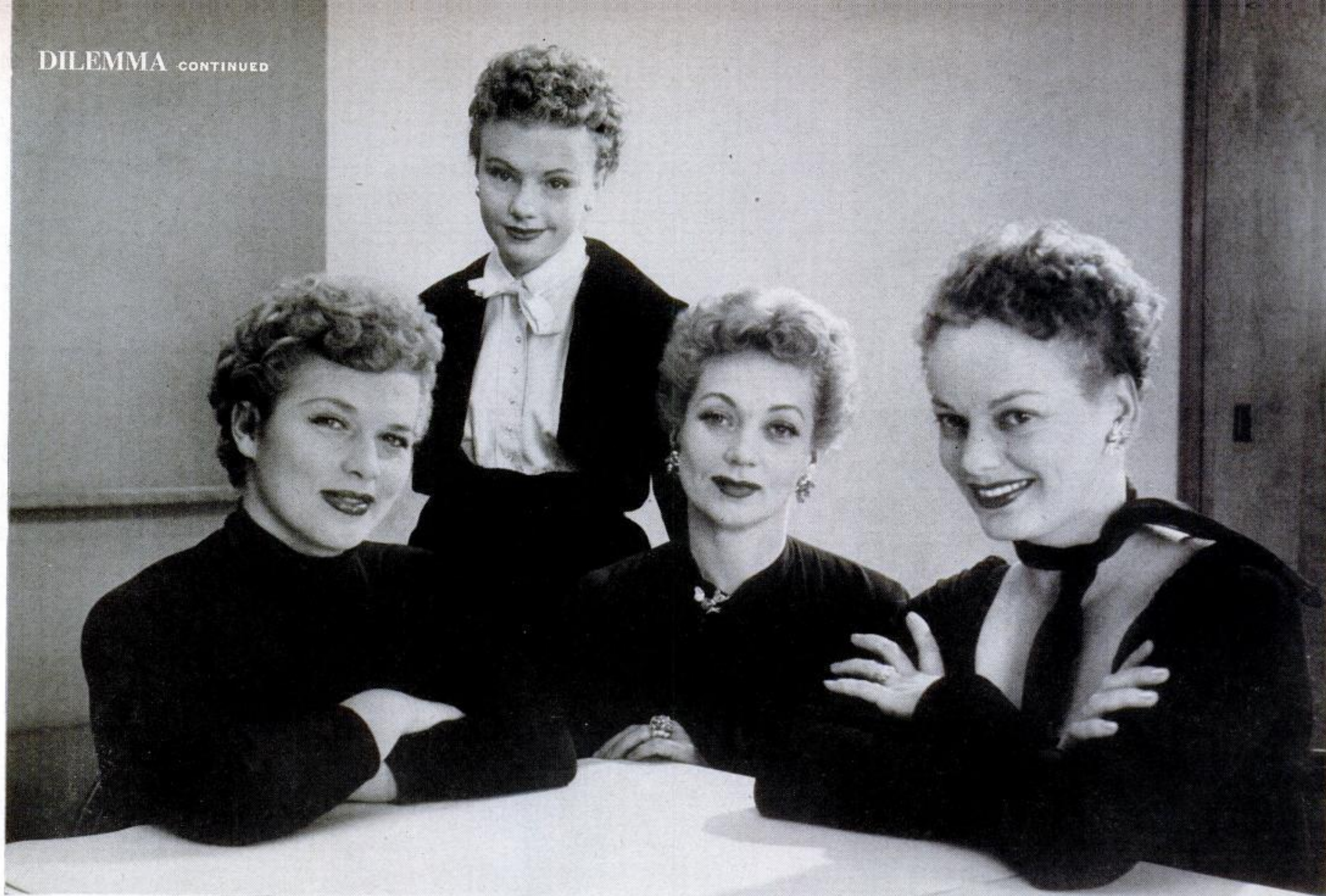
two in front. Since hair grows at the rate of only half an inch a month, it takes six months to change.

The curler-covered head at left belongs to Mary Damon, shown bravely taking the plunge from a horsetail to a poodle. This was no casual step for Mary, a young New York society matron and model. And it is no casual step for thousands of U.S. women who are being confronted with Mary Damon's dilemma. Should they cut their hair in a poodle clip and be stuck with the short-haired style for months, even if it turns out not to be flattering? Or should they play it safe with a small, neat long-haired style like the slicked-back horsetail (*see cover*)? The hairdressing salon at Best & Co. in New York poodles nearly 500 heads a day, or almost four out of five of the haircuts given there. Many salons outside New York report that an average of a third of their haircuts are poodles.

A woman trying to make up her mind finds arguments on both sides of the debate. The poodle needs a lot of maintenance—cutting every two weeks, setting with up to 125 curlers and, for straight hair, a permanent every eight weeks. But it is easy to take care of between beauty shop visits. The horsetail needs only a brush and rubber bands for upkeep, though it does take more home elbow work than the poodle. Hairdressers, with an eye to business, are universally pro-poodle, a cut unquestionably better for mature women. Both styles are approved by clothes designers as a balance to current full skirts, small waists and high necklines.



FINISHED POODLE can be combed, says Hairdresser Caruso, with the hands—like tossing a salad.



POODLED DENISE DARCEL, PEGGY ANN GARNER, ANN SOTHERN AND FAYE EMERSON ARE AMONG THEATRICAL CONVERTS TO NEW CLIP



COMBS anchor hat by Mr. John to Garner curls.

FOR POODLES? FOR HORSES?

The poodle-do's chief advocates are movie and TV stars like the quartet above. Faye Emerson's fans beg her to grow her hair and Denise Darcel now adds a chignon because she says men like long hair better. But Ann Sothern and Peggy Ann Garner consider their clips unqualified successes. Horsetail

fans are largely teen-agers. Hatmakers are now solving the problem of how to anchor a hat on either hairdo. Some critics dislike both, which they say tend to make all women look alike. Says one hairdresser, "You know where horsetails belong." Retorts a columnist, "Poodle haircuts are for poodles."



HOOK fastens John Fred-erics hat under horsetail.

PONY-TAILED MODELS MIMI BARKER, PHYLLIS NEWELL AND GAIL McQUIRE REPRESENT TEEN-AGE LONG-HAIRED STAND-PATTERNS



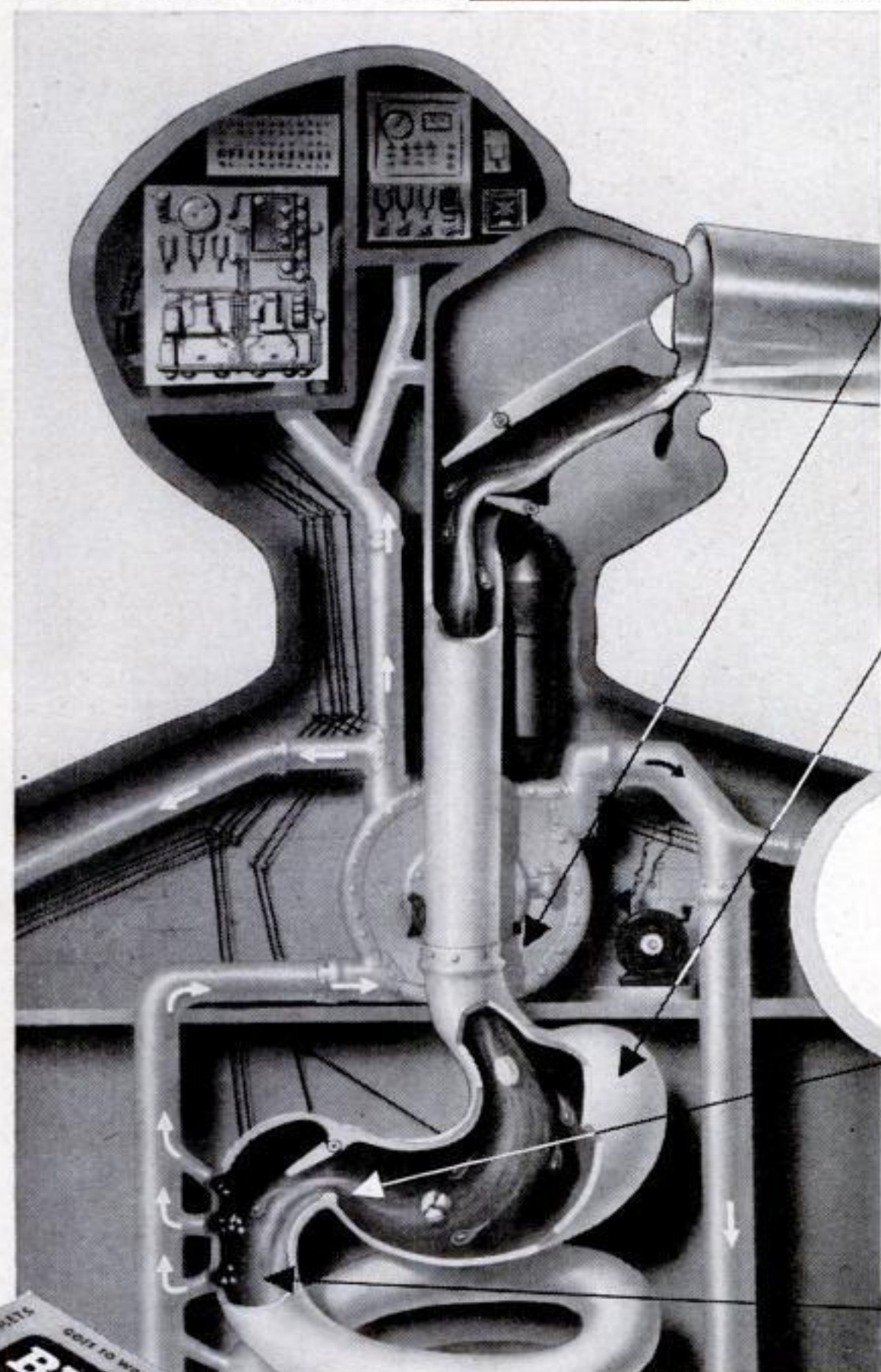
Get fast pain relief!

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!
Doesn't upset the stomach!

Here's how Bufferin acts twice as fast as aspirin



1 Bufferin or aspirin tablet enters stomach here.

2 Neither Bufferin nor any pain-relief product can relieve pain while tablet is in stomach.

3 Dissolving rapidly, Bufferin, being antacid, opens trap door of stomach speedily.

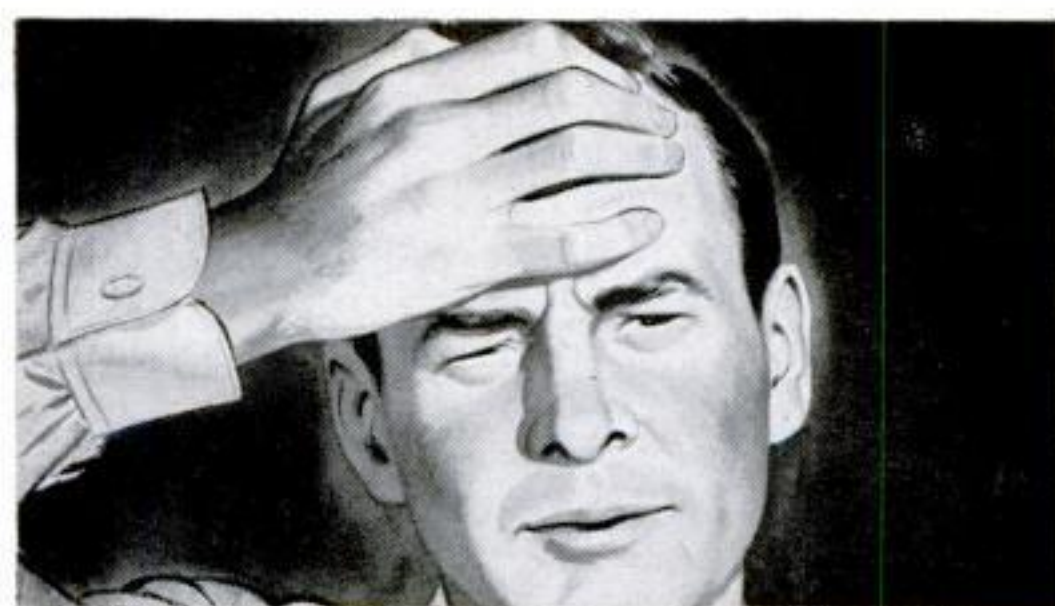
4 Opening trap door of stomach speedily, Bufferin enters the bloodstream twice as fast as aspirin, relieves pain twice as fast.

PRODUCT OF BRISTOL-MYERS



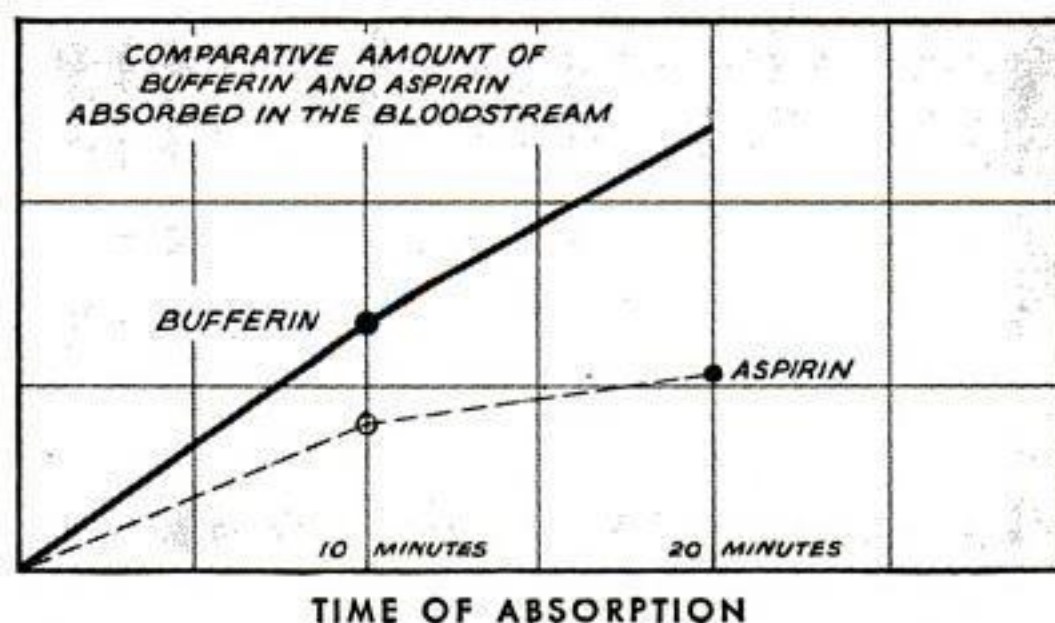
Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, opens the stomach valve *speedily*, gets *into* the bloodstream *twice as fast* as aspirin! Therefore Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.



Clinical studies prove that people who took Bufferin had more pain-relieving ingredient *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.



For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your home medicine chest. Bufferin is also available in Canada.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

ANNOUNCING THE

1952

PLYMOUTH

new Tone-Tailored interiors

Luxurious new fabrics, finishes and trim. And tasteful new color-harmonies that you'll want to see!



brakes still finer!

New Cyclebond linings do away with rivets, add to effective braking area and lengthen lining life.

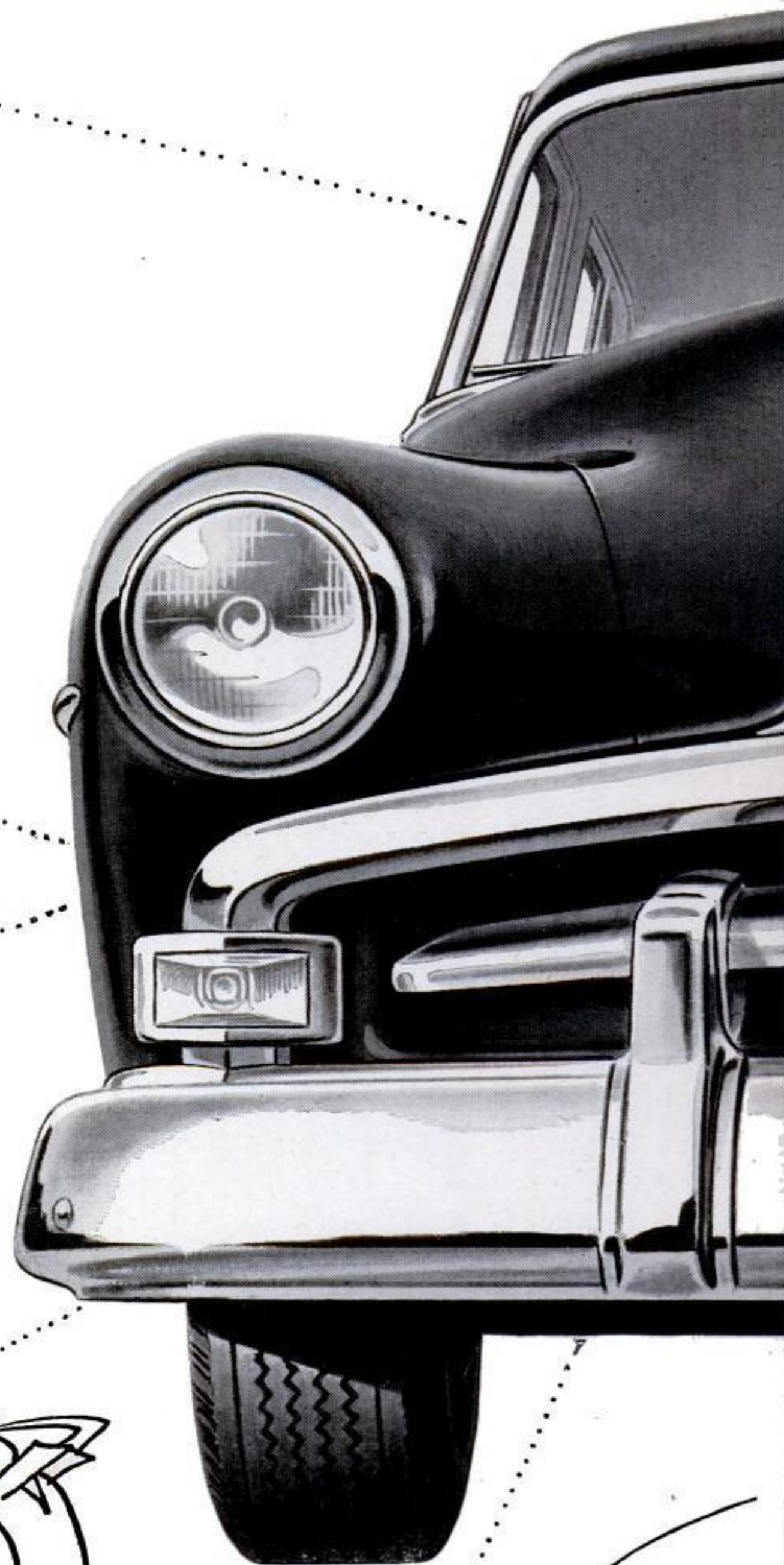


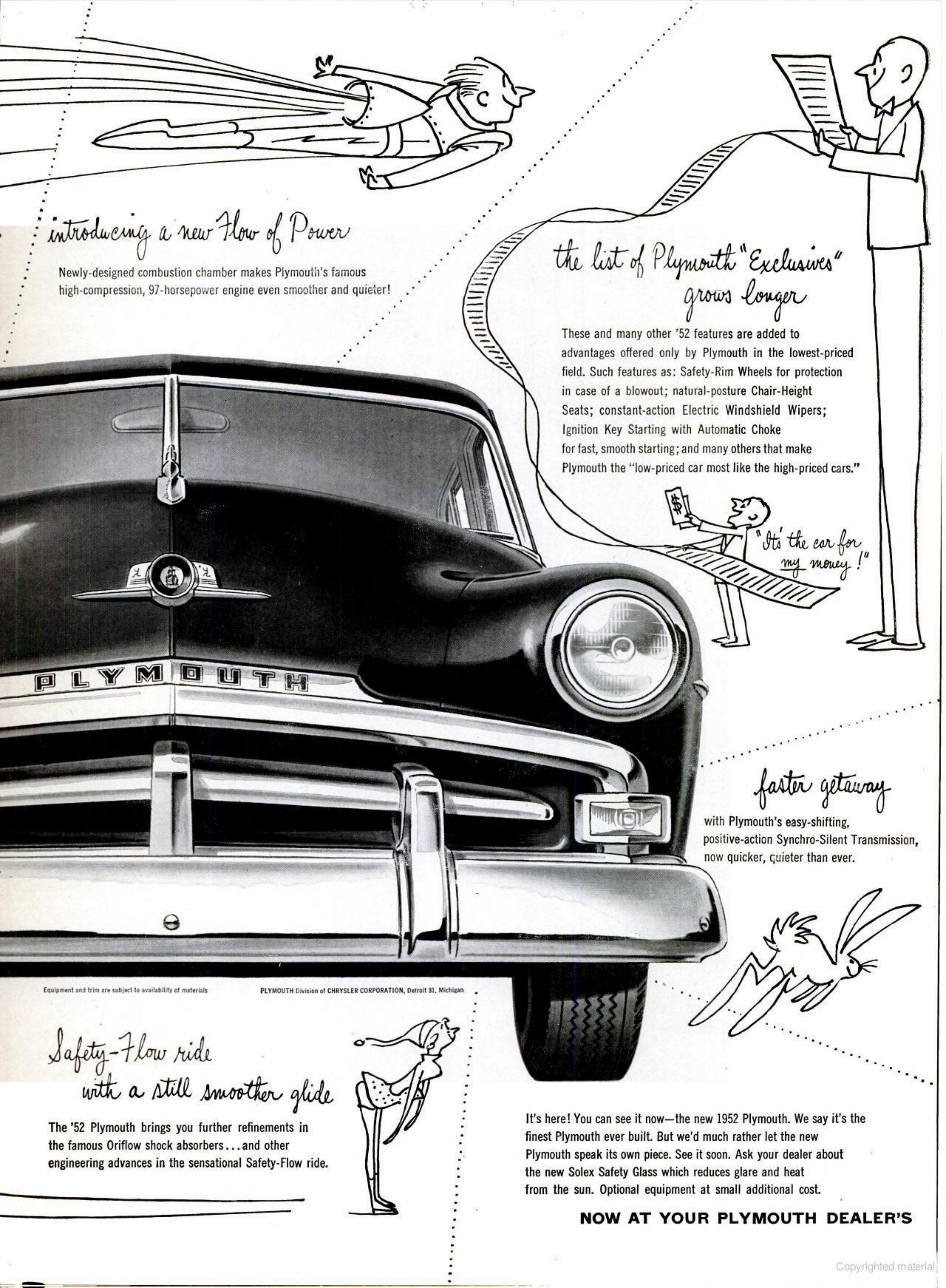
fresh-new beauty

New exterior styling features. An eye-delighting new array of gleaming colors for you to choose from.

new Follow-Thru starting

gives your engine an even better send-off and extra assurance of fast starts in all weather.





introducing a new Flow of Power

Newly-designed combustion chamber makes Plymouth's famous high-compression, 97-horsepower engine even smoother and quieter!

the list of Plymouth "Exclusives" grows longer

These and many other '52 features are added to advantages offered only by Plymouth in the lowest-priced field. Such features as: Safety-Rim Wheels for protection in case of a blowout; natural-posture Chair-Height Seats; constant-action Electric Windshield Wipers; Ignition Key Starting with Automatic Choke for fast, smooth starting; and many others that make Plymouth the "low-priced car most like the high-priced cars."

"It's the car for my money!"

faster getaway

with Plymouth's easy-shifting, positive-action Synchro-Silent Transmission, now quicker, quieter than ever.

Equipment and trim are subject to availability of materials

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Safety-Flow ride with a still smoother glide

The '52 Plymouth brings you further refinements in the famous Oriflow shock absorbers...and other engineering advances in the sensational Safety-Flow ride.

It's here! You can see it now—the new 1952 Plymouth. We say it's the finest Plymouth ever built. But we'd much rather let the new Plymouth speak its own piece. See it soon. Ask your dealer about the new Solex Safety Glass which reduces glare and heat from the sun. Optional equipment at small additional cost.

NOW AT YOUR PLYMOUTH DEALER'S



AMERICAN FEET on Paris street are shod in the same sort of low-heeled shoes that identify teen-agers at home. But this group goes along with Paris styles and usually wears nylons instead of bobby sox.

AMERICAN FACES on a Paris bus look unaffected by the French environment. This group, which is headed toward the Arc de Triomphe, is going home from Saturday afternoon football game in the Bois.



'WOW, QUEL BABES!'

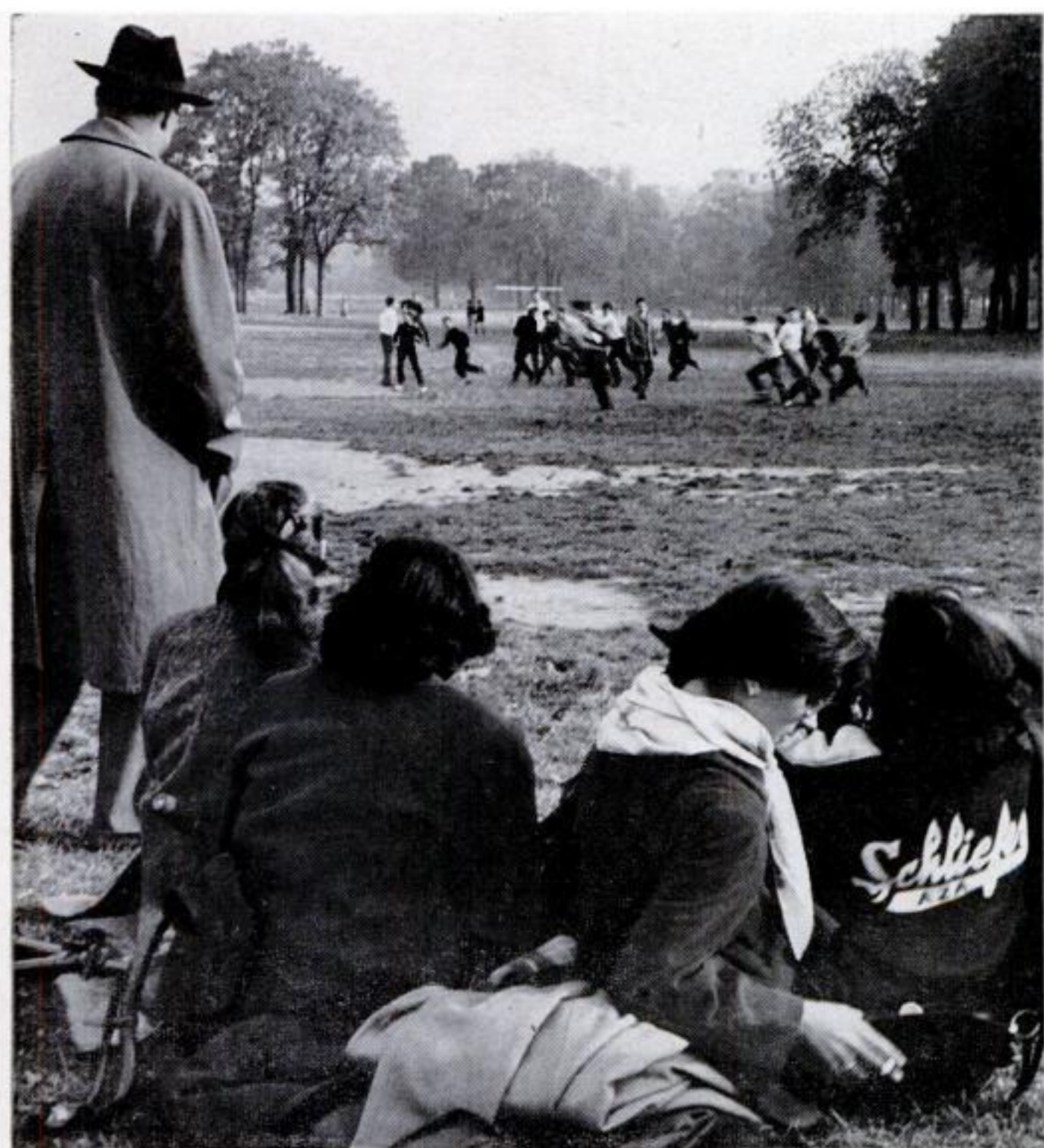
U.S. TEEN-AGERS TRANSPLANT THEIR OWN WAY OF LIFE TO PARIS

PHOTOGRAPHED FOR LIFE BY GORDON PARKS

Along the boulevards of Paris now it is not uncommon to hear a Frenchman—particularly the harried conductor of a bus (*opposite page*)—mutter with a sigh, "*Ah, ces gosses américains*" ("Those American kids"). The sources of his sighing are members of one of the world's most fortunate colonies of displaced persons. They are American teen-agers, about 150 in all, who have moved to Paris in recent years with fathers whose careers require that their families live overseas.

These exuberant young Americans are living against a background that ordinary U.S. tourists ransom their life savings to see. Like tourists they have visited the Louvre, viewed the enchanting city from the Eiffel Tower and taken weekend tours by bus to Versailles and the Normandy beaches. They

love the adventure. But they still prefer their own way of life. While a few of the older girls pay some leg service to Paris sophistication (*above*), they all prefer the casual clothes of a high school in Terre Haute to the *haute couture* of the Champs-Élysées. The boys have imported American football to the Bois de Boulogne (*below*). Neither boys nor girls think much of frogs' legs, but they know every place in Paris that makes hamburgers and hot dogs and, while having a snack at a sidewalk cafe, are inclined to dream of the old corner drugstore. They have fractured the French language with teen-age abandon. Instead of using "what," they use the French "quel," and when a boy admires a passing girl, the bystanding *boulevardier* may be startled by a bilingual "Wow, quel babe!"



IN THE BOIS DE BOULOGNE a Saturday afternoon football game is watched by girls and a father (*left*). Occasionally a few French boys join in the game.



ON THE CHAMPS-ÉLYSÉES, after watching a Saturday afternoon movie from Hollywood, seven American girls stop for some Cokes at the Colisée Café.



JAM SESSION in the shadowy cellar of Vieux Colombier attracts a crowd of Americans (*foreground*). Their compatriot, Clarinetist "Mezz" Mezzrow (*left*), is the big attraction. On such forays, the boys save money by dividing a bottle

of champagne eight ways. In Paris, American teen-agers ignore Eckstine and Sinatra records as *démodé*, prefer French Crooners Charles Trenet and Yves Montand. They have a favorite French tune, *Fou de Vous* (*Crazy About You*).



IN COSTUMES FULL OF INTERNATIONAL FLAVOR, TEEN-AGERS SNAP AT APPLES AT SCHOOL PARTY

BISTROS AND BARN DANCES

The American teen-agers in Paris are mostly the children of U.S. diplomats, military men, ECA officials and businessmen. Inexpert in the French language when they arrive, they seldom mix with French teen-agers. The Americans quickly observe that their French contemporaries have less freedom and live more with their parents, that French girls seem less mature than American girls and wear no make-up until they are 18, that French teen-agers have quieter, more formal parties, spend more of their time studying and going to concerts, and think the Americans are a little crazy for drinking so many Cokes. "The whole French outlook on life is different," said one girl. A boy who attended a French school felt miserable because "they just sat and stared at me as if I were a strange animal." "They're really more cultured than us," concluded one American boy.

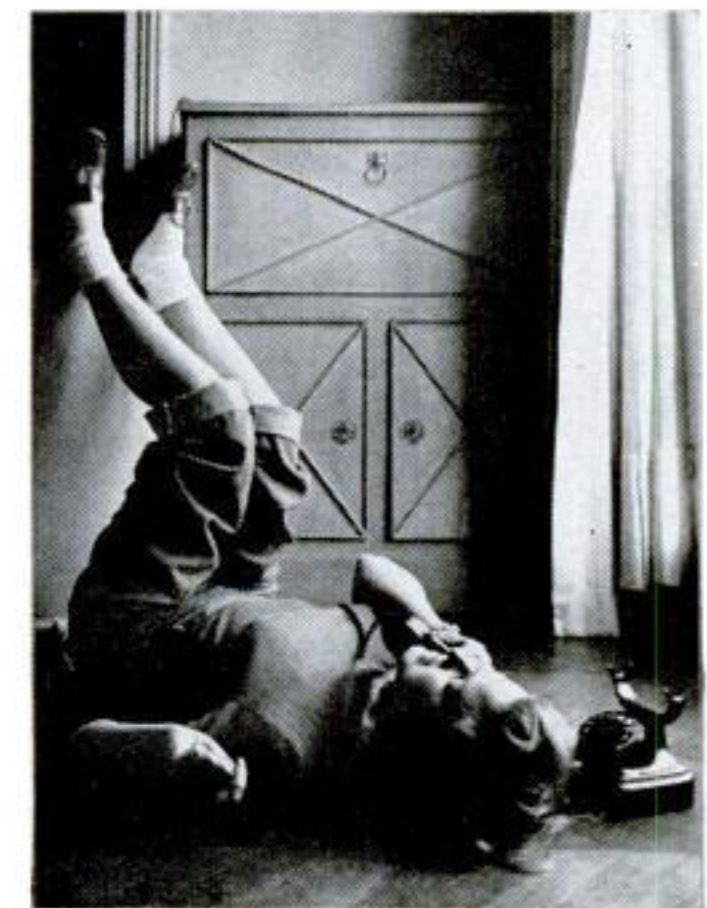
The centers of teen-age society in Paris are the American Community School or "A.C.S." (dubbed "Association for the Corruption of Students"), the American Church and the canteens at the U.S. Embassy and the American Legion. But the boys do not neglect the bistros on the Left Bank, the hangouts of French and foreign university students. And the whole community holds many parties. Three times a month there is a barn dance, an ordinary dance or a movie at the church, whose facilities also include bowling alleys and a basketball court. Most teen-agers get along on a weekly allowance of 1,000 francs (\$2.85). Their homes usually have several servants, and one girl thinks "when we get back to the States, we'll be the worst-spoiled kids that ever hit America." There are few who want to go home soon, but one boy (*below*) can't wait to leave. Naturally, he comes from Texas.



FRENCH LOOK gives Ed Perregaux, from Connecticut, the reputation of being "a character." He wears a beret and pack, rides a bike which he bought at the Flea Market.



TEXAS LOOK is preserved by homesick 16-year-old Earl Nesbitt of Wichita Falls, whose jeans and boots are standard apparel, whether he is in class or at home studying.



GIRL TALK about a boy friend turns Toni Riddleberger's phone call into the acrobatics familiar to all U.S. homes.



"LEMON SQUEEZE" is what girls call this monthly self-improvement session at which they analyze their faults. Being analyzed (center) is Jackie Wolf, 15.

TEEN-AGERS IN PARIS CONTINUED



SOME GIRLS TEACH SUNDAY SCHOOL AT AMERICAN CATHEDRAL

THE HORRIBLE SIX

Among many cliques in Paris teen-age society, the best known is a group of girls, 15 to 18 years old, who named themselves the "Horrible Six" when they got together early in the 1950 school term. They have a strict code of dress. Sweaters must be worn loosely, not snugly. One strand of pearls around the neck is all right, more are banned. Scarves are proper adornment with sweaters or shirts. Sloppy shoes are not tolerated, bobby sox are taboo. Girls must diet if dumpy, and chipped nail polish is forbidden. This rigid self-improvement is maintained with the help of mutual criticism, but does not prevent a lot of teen-age fun. By every girl's admission, the goal is to keep the dates coming in Paris, build charm for college years in the U.S. and ultimately lead to a nice, home-grown marriage to the right man. Right now the girls don't think that he'll be a Frenchman.



EYEBROW RAISING is an art practiced before a mirror by the "Horrible Six" during a slumber party at Anne Montgomery's home. From left are: Jackie Wolf,

Sally Slayton, Tira Faherty, Tat Stoesser, Anne Montgomery and Toni Riddleberger. They think that a deftly lifted brow gives them a mature Parisian charm.



CONTINENTAL HAUTEUR is burlesqued by Anne Montgomery, who pretends to sign autograph like Marlene Dietrich. Although the girls kid foreign

ways, they share an affection for Paris. "In the States," says one, "we were just some more Americans, but here we're different and it's a nice feeling."

REXALL REMEDIES

Rexall Analgesic Balm, quick, soothing relief for pain or soreness, 1-oz. tube 49¢
 Rexall Baby Cough Syrup, 3 oz. 30¢
 Rexall Cold Tablets Special, 30's 39¢
 Rexall Nose Drops, aqueous, 1 oz. 43¢
 Rexall Quick-Rub, helps relieve chest colds, muscular aches and pains; greaseless, 48¢

MEDICINE CHEST BUYS

Rexall Aspirin Troches, flavored wafers for simple sore throat, headaches, 18's 39¢
 Rexall Hygienic Powder, dissolve in water for use in spray, gargle, syringe, 6 oz., 65¢
 Rexall Castor Oil, mild, gentle action, 3oz., 43¢
 Rexall Camphorated Oil, 2 oz. 30¢
 Rexall Cold Sore Lotion, 1/4 oz. 29¢
 Rexall Zinc Oxide Ointment, 2-oz. tube 33¢
 Stag Lip Aid, for sore, chapped lips 39¢
 Rex-Eme, greaseless, stainless, medicated skin cream, 5 1/2-oz. jar 49¢
 Rex-Seltzer, effervescent alkalizer and pain-reliever, 25-tablet bottle 54¢
 Rexall Aspirin for Children, orange-flavored; 1-grain, 50-tablet bottle 35¢
 Rexall Boric Acid, powdered or crystal, 4 oz., 33¢
 Rexall Spirit of Camphor, 1 oz. 37¢

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Rexall Stork Nurser, 8-oz. bottle, nipple and protecting cap, complete .. 3 for \$1.00
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 Rexall Alco-Rex Rubbing Alcohol, full pint 59¢
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 Klenzo Nail Brush 29¢
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 Maximum Hard Rubber Combs, assorted styles, 29¢
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TOILETRY TIPS

Cara Nome Make-Up Stick, conceals minor blemishes, non-drying, non-greasy, 5 shades, \$1.50
 Cara Nome Face Powder, smart shades, \$1.10
 Cara Nome Hormone Cream, contains 10,000 I.U. Estrogenic Hormones per ounce, 2 oz., \$1.65
 Cara Nome Lipsticks, glamorous hues, \$1.10
 Stag After-Shave Lotion, skin freshener, 3 oz., 40¢
 Rexall Cream Hair Tonic, with lanolin, 5 oz., 53¢
 Rexall Ammoniated Tooth Powder, 3 oz., 43¢
 Rexall Denture Dental Plate Cleanser, 4 oz., 50¢
 Rexall Dental Floss, 30 yards 25¢
 Helen Cornell Cream Shampoo, 4-oz. jar 79¢
 Helen Cornell Soapless Shampoo with Conditioner, 4 oz. 55¢
 Helen Cornell Hair Rinse, 4 oz. 55¢

VITAMIN VALUES

Rexall Polycaps, child's multi-vitamin, 72's, \$1.89
 Rexall Polymulsion, child's liquid vitamins, 65¢
 Rexall ABD&G Capsules, 100's \$1.49
 Rexall Beta Caps, Vitamin B, 100's \$1.89
 Rexall Panovite, multi-vitamins, 100's \$2.89
 Rexall Panovite with Minerals, 100's \$3.89
 Rexall Polydrops, vitamin drops for babies, 81¢

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REXALL SPECIAL VALUES

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REXALL ANTIHISTAMINE, 15 tablets, regular price 39¢, during January 23¢
RUBBING ALCOHOL, Rexall Puretest, soothing, cooling, invigorating, full pint 79¢
REXALL MILK OF MAGNESIA, pure, mild and creamy-smooth, full pint 39¢
REXILLANA COUGH SYRUP, helps quiet coughs, pleasant taste, 4 oz. 59¢
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STAG BRUSHLESS SHAVE CREAM, stays moist longer, jumbo tube 50¢
MINERAL OIL, Rexall Puretest, extra-heavy, non-habit-forming, non-fattening, full pint 69¢

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CARA NOME
HAND CREAM

Big 10-Oz. Jar
 Reg. \$2.20

NOW
\$1.10

Created for the one woman in ten with sensitive skin, it's hypo-allergenic ... pure, mild, safe for most sensitive skins. Beautifies, softens, protects!



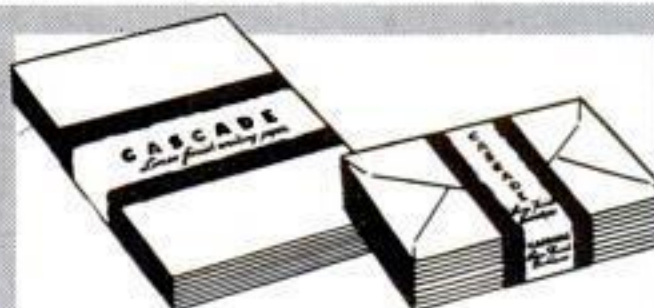
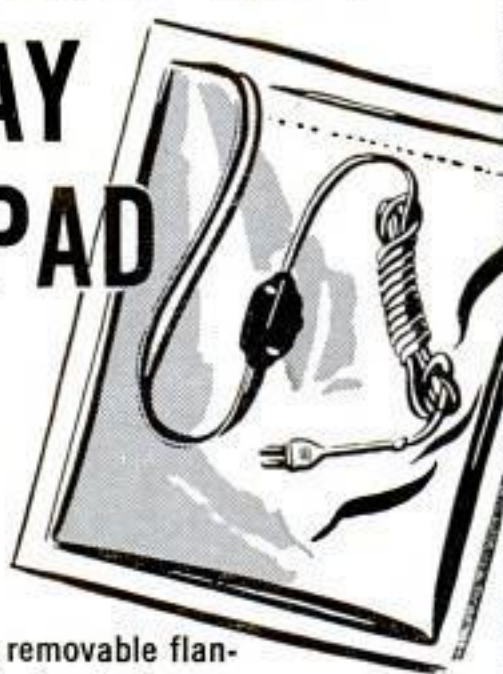
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Three-speed switch; removable flannel cover with snap-button fasteners. Others to \$10.75.



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2 Packs for 15¢

HELEN CORNELL
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BLACK OR BRONZE

Baked enamel finish ... smooth round ends ... finest spring steel. Sure grip, extra length.

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Save \$1.06...Head Cold Relief

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Vaporizer has 3-hour capacity and thermostat control. Benzoin Compound is effective and soothing steam inhalant.

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REXALL SUGAR-FREE
TOOTHPASTE

Helps prevent tooth decay, especially when used after eating. Fresh mint flavor ... "live-foam" action.



3 1/4-Oz.
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Ready-to-Use Bandages

REXALL 36's
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Made with less-irritating Rexall Pro-Cap Adhesive. Elastic Style, 16s 33¢



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CHOCOLATE
PEPPERMINT
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20 extra-large patties made with real peppermint. A party favorite!

KITCHEN-FRESH
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1-Lb.
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Made with dairy-fresh cream and butter...nuts, creams and fruit centers.

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK

No Faster-Acting Aspirin Made

REXALL ASPIRIN

Disintegrates before reaching the stomach when taken with water.

100
 5-grain
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REXALL ASPIROIDS

Rexall's special formula gives fast, effective and all-round relief.

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You get 11 important vitamins, including B12, plus Liver and Iron.

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Ideal mouthwash, gargle breath-deodorant, all-purpose antiseptic.

Full
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79¢



Fight Acid-Indigestion 4 Ways

BISMA-REX

A Rexall exclusive ... neutralizes excess stomach acid in 1 minute.

4 1/4-Oz.
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REXALL CHERROSOTE

Ruby-red and pleasant-tasting... helps quiet coughs due to colds.

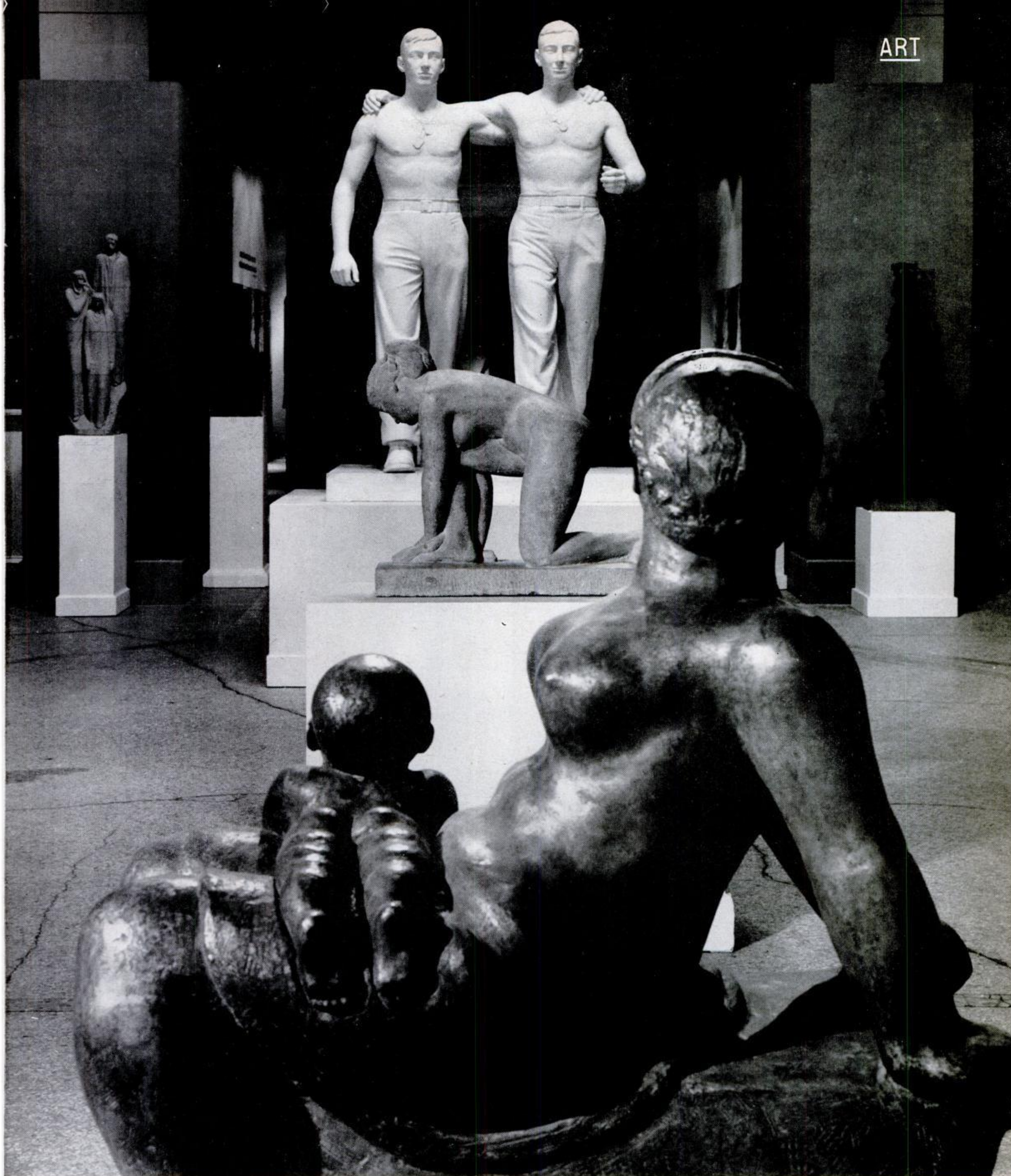
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MOTHER AND CHILD BY WILLIAM ZORACH LOOK UP PAST KNEELING NUDE BY PETER DALTON TOWARD PAUL MANSHIP'S GIANT GI

Strife over Sculpture

The works above may look like a peaceful family group. Critics indeed found them, like the rest of the contemporary sculpture show at New York's Metropolitan Museum, peaceful to the point of dullness. What fireworks there were went off outside. Unlike last year's painting show, boycotted by modernists who said the

selection jury was too conservative (*LIFE*, Jan. 15), the sculpture jury was denounced by the conservatives as too modern. The prizes went to the moderns (*next page*). But the last word went to a conservative who said that exhibiting his works in such company would be like entering a shepherd dog in a Pekingese show.

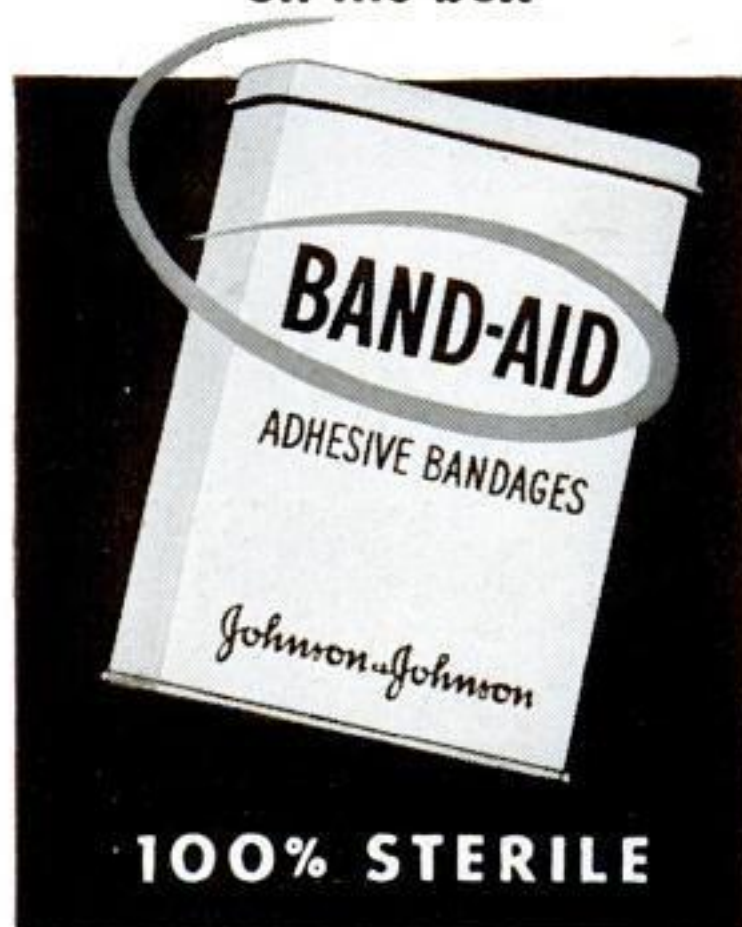
SCULPTURE CONTINUED



Never neglect a cut finger

The tiniest injury can become infected. Always protect with BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

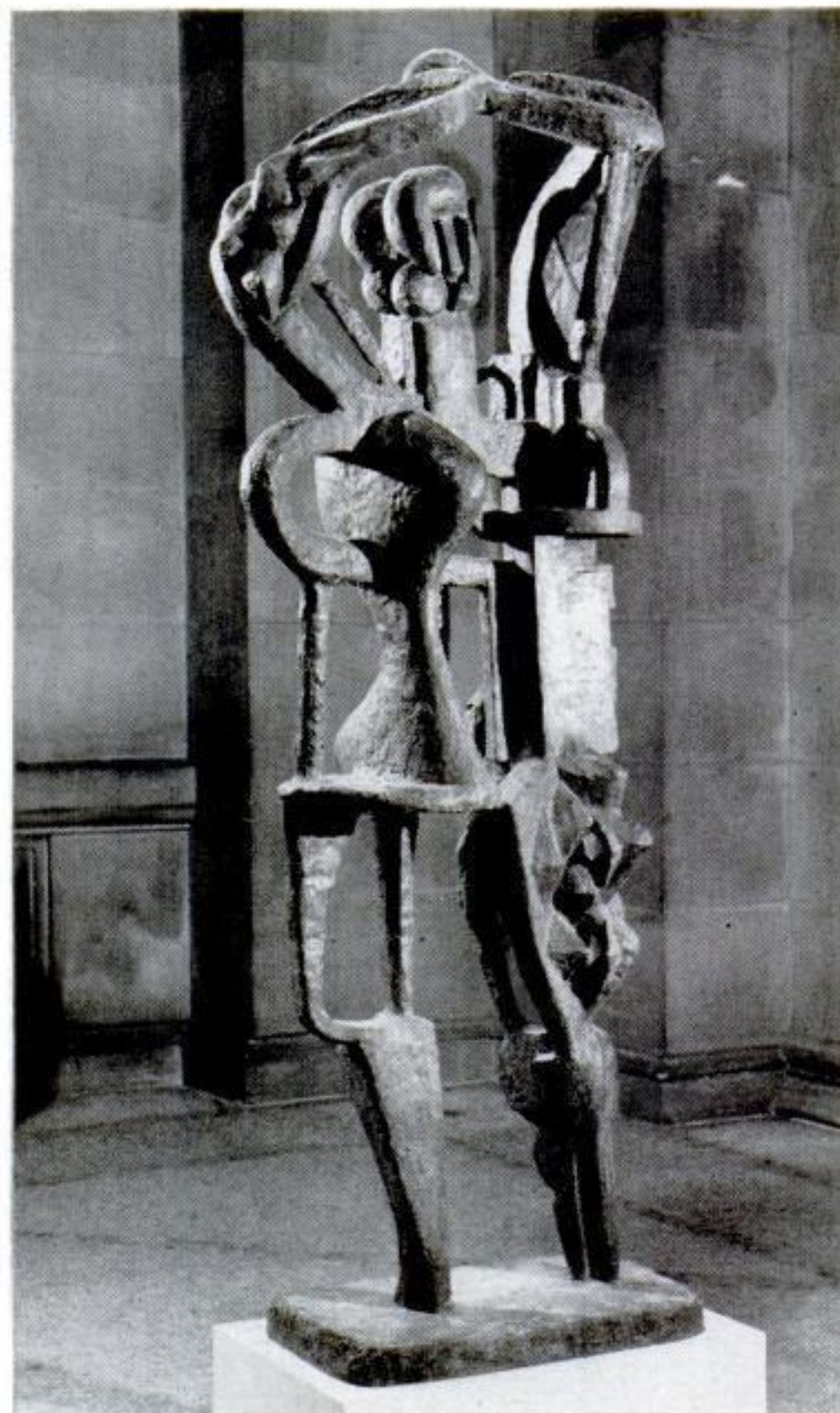
Always look for the name
on the box



Johnson & Johnson



FIRST PRIZE, \$3,500, went to Minna Harkavy for "Two Men," which she sees as an attempt to show "a friendly approach between two human beings."



THIRD PRIZE, \$1,500, was awarded to Abbott Pattison for his 7½-foot-high cubist bronze called "Striding Man."



SECOND PRIZE, \$2,500, went to "Animal Form I," by Rhys Caparn, a New York sculptress who models only animals, got idea for this one at Bronx Zoo.

Happy Birthday

Wishes mean more
when you remember
to send finer

GIBSON

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Publishers since 1850

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CANDIES

JUJYFRUITS

5¢

I'm a rootin', tootin' cowboy
And I'm ridin' hard and fast
To make it to the candy store
While the JUJYFRUITS still last

HENRY HEIDE, INC. NEW YORK, N. Y.



It's easy to be a glamour mother in Acetate fashions

(pronounced Asset-tate)

HOW DO YOU DO IT? That just-pressed look . . . that spic and span neatness come naturally to fabrics made of Acetate, the Beauty Fiber. For acetate is the "glamour girl" of the man-made fibers—and one of the reasons you'll love it, is because acetate fibers are naturally springy. They help keep fabrics fresh-looking. Wrinkles seem to fade away.

WHAT IS ACETATE? Acetate is the man-made textile fiber, cellulose acetate, pioneered by Celanese Corporation of America. It feels like silk, dry-cleans and washes easily, and dries almost as quickly as nylon.

Acetate—

Looks lovely—feels wonderful
Drapes gracefully
Helps wrinkle recovery
Launders easily—dries quickly
Dry cleans perfectly

Next time you shop look for the tag . . .

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OOPS, A SMUDGE! You needn't worry if the fabric you're wearing is made of acetate, because soil and most ordinary stains can easily be removed. Acetate dry cleans beautifully!



ACETATE DRAPES BEAUTIFULLY. In "special occasion" fashions particularly, you'll feel prettier, more dressed-up in acetate fabrics. Their natural luxury and drape make them perfect for party and evening dresses.



FEELS JUST WONDERFUL. You'll love the soft, luxurious feeling of acetate fabrics—any season of the year. Once you've known the softness of acetate fabrics in lingerie you'll never want anything else next to your skin.





LEE LURKS in bushes, scouting for Rebel charge at Bull Run. Lacking a horse like Traveller, Kappa Sigs' Confederate general had to fight all day on foot.



GRANT AND LINCOLN were part of epic struggle. Above: incorrect Kappa Sig version has Grant wounded at Bull Run. Below: Abe dances with coed.



BATTLE IS JOINED at imitation Gettysburg when Rebels (left), to accompaniment of exploding fire-

crackers and blank cartridges, charge Yankees to steal colors. Pistol is a post-Civil War six-shooter.

Life Goes to a Second Civil War

FEDS BEAT REBS AGAIN IN FRATERNAL FRACAS

Amid the flash of Union cannon, the moans of the wounded and the piercing shriek of the Rebel yell, the bloody tide of battle surged back and forth across the lawn in front of the Kappa Sigma house. The occasion for this latter-day resumption of the War Between the States was the annual Military Arts Weekend held by the R.O.T.C. at the University of New Hampshire. As its contribution to the festivities, the men from Kappa Sigma put on a realistic mock war

which included four great North-South battles. Their month-long preparations included making uniforms, fashioning artillery out of old hot-water tanks, building cardboard battlements and putting in extra time at the library in search of authentic details. Their biggest headache was choosing upsides. Scorning the synthetic enthusiasm for the Confederate flag shown by Southern college students, the realistic Kappa Sigs, Yankees all, wanted to be on the winning side.



HAND-TO-HAND combat is part of Kappa Sig portrayal of Appomattox. War's casualties were

light. One soldier scraped his face on rifle and three got sick from lighting firecrackers with cigarette



AMID SMOKE OF BATTLE, in a re-enactment of the fight for Fort Sumter, a Confederate soldier (*foreground*) reloads his musket while two first-aid men

prepare to pick up casualties. The guns, borrowed from Grand Army of the Republic halls in the neighborhood, are Springfields made between 1863 and 1873.



AT APPOMATTOX Federals storming the Confederate line kill off prostrate Rebs with rifle butts.



THE FEDERAL SURRENDER after siege of Fort Sumter has General Grant marching with white flag

in front of General Lee. This was historically incorrect since neither Lee nor Grant took part in battle.



PICKETT'S CHARGE during the battle of Gettysburg brings the Rebels up close to Federal barricade before they are finally repulsed with heavy casualties.

The white splotches on the lawn are from flour "bombs" thrown by the Federals. The small Rebel artillery piece at left rear is a Fourth of July cannon.

Here's how to get top-notch performance from your Christmas gift shaver

Tests by thousands of men have proved that Lectric Shave—the amazing *before-shave* beard conditioner—gives closer, faster, more comfortable shaves with every type of electric shaver.

Try it yourself with the shaver you received for Christmas. Just apply cool, refreshing Lectric Shave to your face—then plug in your razor and shave. Note how Lectric Shave improves your razor's performance—speeds up shaving, cuts down drag and discomfort.

You get top-notch razor performance because Lectric Shave prepares your face for shaving with a remarkable 3-way "setting up" action:

1. It evaporates sticky, razor-clogging perspiration.
2. It lubricates the skin for faster, more comfortable shaving.
3. It tautens your skin—"brings out" your beard for closer, better-looking shaves.

And Lectric Shave is good for your *shaver*, too! It lubricates the shaver's cutting head for faster, easier action—longer shaver life.

Try Lectric Shave tomorrow. It's available at your nearest drugstore or toilet-goods counter—and it costs less than a penny a shave! Only 49 cents, plus tax, for the 3-oz. bottle—enough for 80 shaves.

Read what these men have to say about this amazing preparation!



"I recommend it to anyone who uses an electric shaver," writes H. Lindquist, Kirksville, Mo. "I have used several kinds of shaving aids, and Lectric Shave is by far the best."



"Gave me wonderful results," says L. W. Meyers, Philadelphia, Pa. "With the first application of Lectric Shave, I got a cleaner, faster, smoother shave and my face felt refreshed."



"It fills a long-felt need," says W. H. Varley, Newton Centre, Mass. "Lectric Shave makes it possible to get fast, close shaves. There's no irritation, either—even in hot weather."



"Showed me how really convenient electric shaving can be," reports C. Little, New Orleans, La. "Lectric Shave lets me shave in less time, get a closer shave in the bargain."



Happy Shaving! Thousands of Lectric Shave users are already getting closer, faster, more comfortable shaves than they ever thought possible. That's why sales of this remarkable lotion have continued to climb year after year. Try Lectric Shave yourself the next time you shave. Just spread it on—rub it in—and get set for a *new high* in shaver performance!



Any electric shaver works better with Lectric Shave!

No matter what make of electric shaver you are using, you'll get a cleaner, closer shave with Lectric Shave... with far more comfort, too.

Today, join the thousands of men who use Lectric Shave regularly. You'll find it at drugstores and toilet goods counters everywhere—only 49¢, plus tax, enough for 80 days of better, longer lasting shaves.

Made by The J. B. Williams Company, manufacturers of fine shaving preparations for more than 110 years.



from LIFE, December 10, 1951, by Arthur Sasse

WHAT'S IN A PICTURE . . .

This is New York during an air raid drill.

As you continue to look at the picture your mind teams up with the camera and begins to evoke the elements that are missing in this strange scene—the rush of traffic, the nervous bustle of people.

This is more than a photograph of Fifth Avenue taken at 10:37 on a weekday morning. It is stillness made visual. You can actually feel the uncanny hush

where life has been removed and life ought to be. The cop is so much a part of traffic that he seems to us, not human and alive, but in his automatic attitude as impersonal and lifeless as the vehicles.

A great power of the camera is to evoke. When things you are accustomed to seeing in a familiar scene are missing, your mental images and sensations of them become sharper than ever.

... to see life ... to see the world ... to eyewitness great events

LIFE

Time has proved . . .



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